

LEATHER AND SHOES

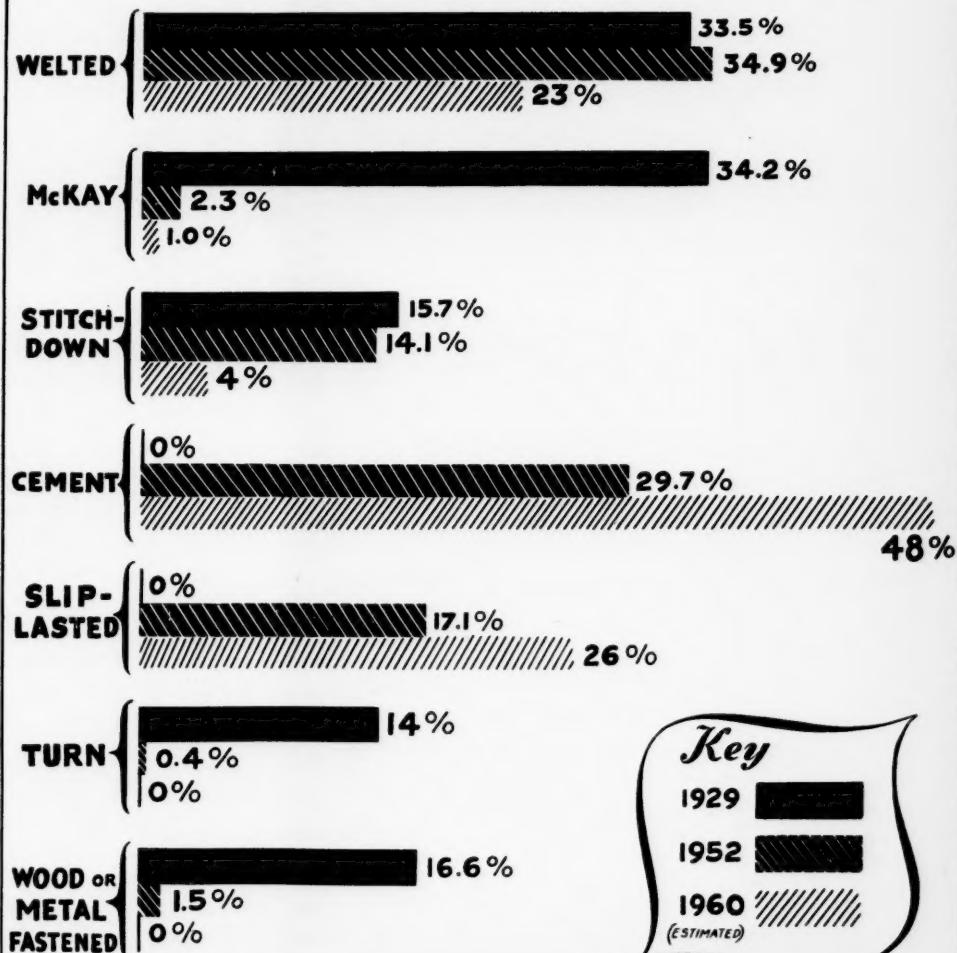
The Magazine for Executives

MARCH 21, 1953

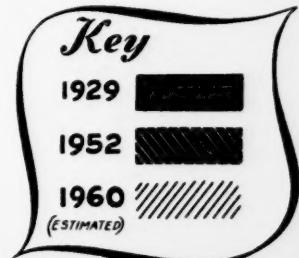
SHOE CONSTRUCTIONS—WHAT'S THE TREND?

Also . . .

United Shoe
To Appeal
Court Ruling



1953 RED CROSS FUND





*Luxury and Comfort
step out together
handsomely*



**... that's why Gallun's Cretan Calf is
the leather that sells your shoes**

For the man who demands the ultimate in fine footwear, shoes fashioned from vegetable-tanned Cretan Calf have a two-fold appeal — they look luxuriously right, and they feel right afoot.

Cretan Calf imparts an air of distinction with its natural, unglazed finish . . . its lustre . . . its rich, warm color.

And comfort is evident at the initial step, for Cretan Calf is glove-soft and supple even at the first wearing. And, like all the famed Gallun vegetable tannages, it remains that way throughout the life of the shoe — despite repeated wettings and dryings.

When you feature the combination of beauty, luxury, and comfort that's inherent in all Gallun vegetable tannages, you make friends — valued customers who return again and again. So it's

good business to check the Gallun numbers in your orders to leading manufacturers. *A. F. Gallun and Sons Corporation, Tanners, Milwaukee, Wisconsin*

Cretan Calf

smooth, but not glazed

OTHER FAMOUS GALLUN TANNAGES

Norwegian Calf
boarded grain



Normandie Calf
boarded, glazed

NOW

B. F. Goodrich

Koroseal

SHOE MATERIAL

*A new material but
a name known to millions*

• Here, at last, is a shoe material with established consumer acceptance. Millions of dollars have been spent advertising products carrying the Koroseal label. You'll find a Koroseal label in nearly every American home. Rainwear, shower curtains, draperies, garden hose and dozens of other items made of Koroseal material are giving service, adding beauty and convenience to our way of life. You'll probably find several Koroseal products in your own home right now.

• Koroseal shoe material is a new improved type, developed by B. F. Goodrich especially for use in shoe uppers and wrappers. It has been made to meet manufacturers' requirements.

- New Koroseal shoe material
 - ... Extra tough and durable, yet works smoothly.
 - ... Practically scuffproof with high resistance to abrasion and scratches.
 - ... Will not peel or crack.
 - ... Easily washed with warm water and soap.
 - ... Made in wide range of vivid colors and pastel shades.
 - ... Will give you added sales because other Koroseal products are favorites of your customers.

- For swatch book or additional information about Koroseal shoe material and other B. F. Goodrich shoe products, write The B. F. Goodrich Company, Shoe Products Division, Akron, Ohio.

Koroseal - Trade Mark Reg. U. S. Pat. Off.

NATIONALLY ADVERTISED
B. F. Goodrich
SHOE PRODUCTS



A DYNAMIC SURVEY OF YOUR INDUSTRY THAT GIVES YOU THE FACTS YOU NEED NOW!

Timed to meet every shoe and leather industry executive's need for the complete facts about the industry—including vital chapters on tanning and leather during *World War II*—Dr. Merrill A. Watson's book will help you straighten out today's complex situation.

"Economics of Cattlehide Leather Tanning" is a monumental work that traces the history of the shoe and leather business, lays bare its economic structure, deals intelligently and simply with hide supplies, tanning materials, labor, capital, costs, markets, demand, prices, competition, and the establishment of import and export controls on hides and leather.

It's a book no shoe or leather executive should attempt to do without today. It gives you the facts you need now. Order a copy today!

7.50 PER COPY

Rumpf Publishing Co.,
300 West Adams Street,
Chicago 6, Illinois

Enclosed is \$..... Please send me..... copies of "Economics of Cattlehide Leather Tanning," by Dr. Merrill A. Watson.

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LEATHER AND SHOES

The Magazine for Executives

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LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.



MEMBER: Audit Bureau of Circulations

Coming Events

April 9-10, 1953 — Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 12-16, 1953 — Advance Boston Showing of Fall 1953 shoe styles. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms in Boston.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 1-2, 1953 — 1953 Convention of North American Superintendents' and Foremen's Association. Hotel Commodore, New York City.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherland-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953—Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.



for clean level
uniform shades

CALCOFAST* GRAY G

This specialty-type dye produces clean, level, uniform grays on all types of leather. It is excellent to use as a base for producing a full range of grays. When used with synthetic tanning materials (Tanaks®) CALCOFAST GRAY G penetrates suede leathers sufficiently to permit top buffing.

CALCOFAST GRAY G is characterized by its good dye-bath exhaustion qualities and resistance to bleeding into a fat liquor.

Consult your Calco representative for full information on this versatile dye — and others in the extensive Calco line.

*Trade-mark

Top buff oozed split leather, dyed with Calcofast Gray G, Calcofast Brown MF, Calcocid® Brown Y, a 1% combination of these dyes, containing about 85% gray. An outstanding feature of this formula is the uniformity of color obtained.

NORTH AMERICAN CYANAMID LIMITED,
CALCO CHEMICAL DIVISION
MONTREAL AND TORONTO



AMERICAN *Cyanamid* COMPANY

CALCO CHEMICAL DIVISION
DYESTUFF DEPARTMENT
BOUND BROOK, NEW JERSEY

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE

Make your shoes



All six put their best shoe forward for comfort

A large manufacturer of women's shoes recently made an interesting test of cushioning materials.

He selected six girls from different parts of the plant. For each, he made up a special pair of shoes. In the left shoe, he used his regular cushion material. In the right shoe, he used Cushion Cork Foam.

Each girl wore the test shoes every day. Within three days, all six girls of their own accord had asked, "Why don't you make *both* shoes as comfortable as the one I'm wearing on my right foot?"

Such dramatic results convinced this manufacturer. He immediately switched his entire sliplasted line to Cushion Cork Foam. Soon after, his production schedule increased substantially!

Why not make this test yourself? If it doesn't convince you that Cushion Cork Foam is the most comfortable material you can use, we'll reimburse you for the test shoes. For working samples, prices, and complete details on Cushion Cork Foam, call your Armstrong representative or write us in Lancaster.

ARMSTRONG'S

LEATHER and SHOES

March 21, 1953

MORE COMFORTABLE

Cushion Cork Foam combines Foam's Softness and Cork's Resilience

● Building comfort into your shoes with Armstrong's Cushion Cork® Foam can help them sell better. You tie right in with today's big trend toward cushioned insoles. Sales figures prove shoppers can't resist the inviting softness of an insole that promises exceptional foot comfort.

Softness alone, however, is no guarantee of comfort. What counts is the way an insole cushioning material behaves underfoot. Does it really make walking easier and less tiring?

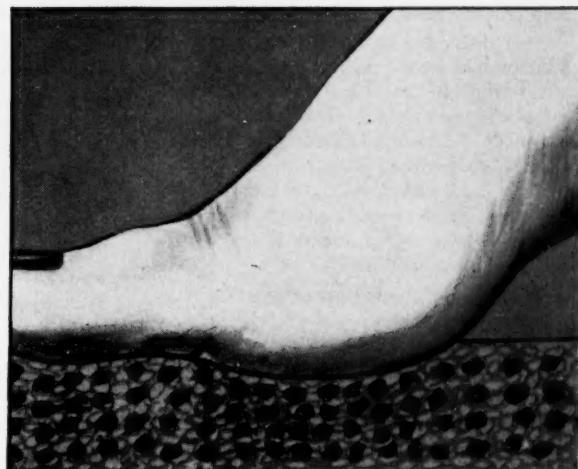
Cushion Cork Foam does. It delivers *all* the comfort it promises. And there's a good reason.

Cushion Cork Foam doesn't depend on foam alone to do the job. It is reinforced with thousands of springy cork particles.

These cork particles make a big difference in walking comfort. Under the body's full weight, Cushion Cork Foam doesn't squeeze down to a thin rubber mat with little or no cushioning value. Instead, the cork particles cushion the foot.

The comfort combination of foam's softness and cork's resilience lasts for the life of the shoe, too—assuring you of selling appeal, customer satisfaction, and repeat business. It's a combination you can get only in Armstrong's Cushion Cork Foam.

Get working samples of Cushion Cork Foam now . . . in time for your fall lines. Just call your Armstrong representative or write Armstrong Cork Company, Shoe Products Department, 8803 Arch Street, Lancaster, Pennsylvania. 



How Cushion Cork Foam's Double Action Works

Cushion Cork Foam combines foam and cork particles to produce a unique "double-action" comfort.

Foam gives it the inviting softness that wins sales. And cork adds resilient walking comfort. Under the body's full weight, the foam in Cushion Cork Foam compresses. Then the cork particles take over.

Bunched together by the added weight, the particles of cork form a springy auxiliary cushion. It gives the foot truly comfortable support. This "double-action" comfort may be your key to increased sales volume.

CUSHION CORK FOAM



Advertising is simply salesmanship in print. Successful selling has various effective approaches. And one we've neglected is

PUBLIC SERVICE ADVERTISING

In last week's editorial ("We Haven't Told Our Story") we suggested a plan whereby the nation's shoe retailers could set up an effective organizational program, community by community, to do a potent public relations job for shoes and the shoe industry on the vital local level.

Now we'd like to suggest a plan for the shoe manufacturers, with the help of the retailers.

It is estimated that approximately \$25,000,000 a year is being spent on advertising by the shoe and allied industries, concerning shoes or shoe products. About \$9,000,000 of this is going into national magazine advertising. An estimated \$10,000,000 is spent by retailers on the local level. And the rest is expended through other sources (radio, TV, etc.).

That's a lot of cash going into the printed and spoken word to tell the American public about shoes. The big question comes up: are we telling the story of shoes with maximum effectiveness? Or, to put it another way, are we getting a full value of return for this \$25,000,000?

Vary The Theme

Now, practically 100 percent of this advertising, nationally and locally, is based on the theme, "Come in and buy our shoes." This endeavor to attract customers and build sales is done by posing fundamental incentives: price, fashion, special services, etc. The basic theme, the incentives, never vary year to year. And therein lies the opportunity. By varying the basic theme of some of this advertising a wholly fresh approach to selling might be established.

Advertising is simply salesmanship in print. As any businessman knows, successful selling is not always the head-on blunt approach, the come-in-and-buy theme. Successful selling

consists of various approaches, various components. It does not consist solely of planking the item on a counter, quoting a price, and awaiting a yes or no from the customer. That's the direct, blunt approach. It's basic and essential, but it's far from being the whole answer.

Nevertheless, that's how most of our "selling," via that \$25,000,000 in annual advertising, is done.

Supplemental Advertising

What we need is a *supplemental* kind of advertising, nationally and locally. We're going to call it "public service" advertising. It's not new. For example, it's done by such big companies as International Latex, Metropolitan Insurance, John Hancock Insurance, and many others.

Such "advertising" takes the *indirect* approach to selling. It is educational, primarily. It does not plug a company's product. Rather, it tells the story of a product in general instead of in brand-name terms. For example, such advertising would talk about the shoe industry, or shoe business, or shoes as a whole.

Rendering an educational service—especially when this service is paid for by a company—automatically wins public approval because it becomes an "unselfish" act, a public service. Above all, it creates public appreciation of the company, the industry to which the company belongs, and the products of that industry.

If, for instance, only 10 percent of the industry's advertising expenditures was devoted to "public service" advertising, it could make an impression in the public mind.

Just who is telling the story of shoes, the shoe industry and shoe business to the public? If the nation's shoe manufacturers and retail-

ers don't do it, who will? A shoe man may not be able to stand on a public pedestal and act as a vocal spokesman for shoes and shoe business. But he can speak up via the printed word in his advertising, locally or nationally.

If we're going to continue bewailing the "lack of public appreciation" of shoes and the shoe industry, we should turn to the root of the problem: the individual enterprises comprising shoe business. It is they who get the rewards of any greater public appreciation of shoes and shoe business. Hence it is they who have the responsibility of sowing the seeds which bring the harvest. The quantity and quality of the harvest obviously depends upon the quantity and quality of seeds planted.

Must Tell Our Story

If each shoe company, retail or manufacturing, devoted 10 percent of its consumer advertising expenditures to public service or educational "advertising," a potent cumulative effect could result. There is so much about shoes and shoe business that the public should know, but doesn't. Nor will the public know until the industry assumes the obvious responsibility to tell the story.

This is not a job to be left to the trade associations. All efforts cannot stem from trade associations simply because dues are paid to them. Educating the public about shoes and the shoe industry belongs directly to the people who make and sell the shoes.

Public service advertising is by no means a whole answer. But it can play an important and productive role—one neglected to date.

Reprints at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.



BOSTON • CAMDEN • COLUMBUS • CLOVERVILLE • MILWAUKEE • NEW YORK • PEARODY • ST. LOUIS

DEVON CALF

High-fashion favorite

Extra smooth, extra mellow Devon Calf by Lawrence brings new richness to women's shoes. Improved processing and finishing methods impart an aniline-type finish to this lustrous leather that women appreciate. Feature it for greater sales. Popular seasonal colors.

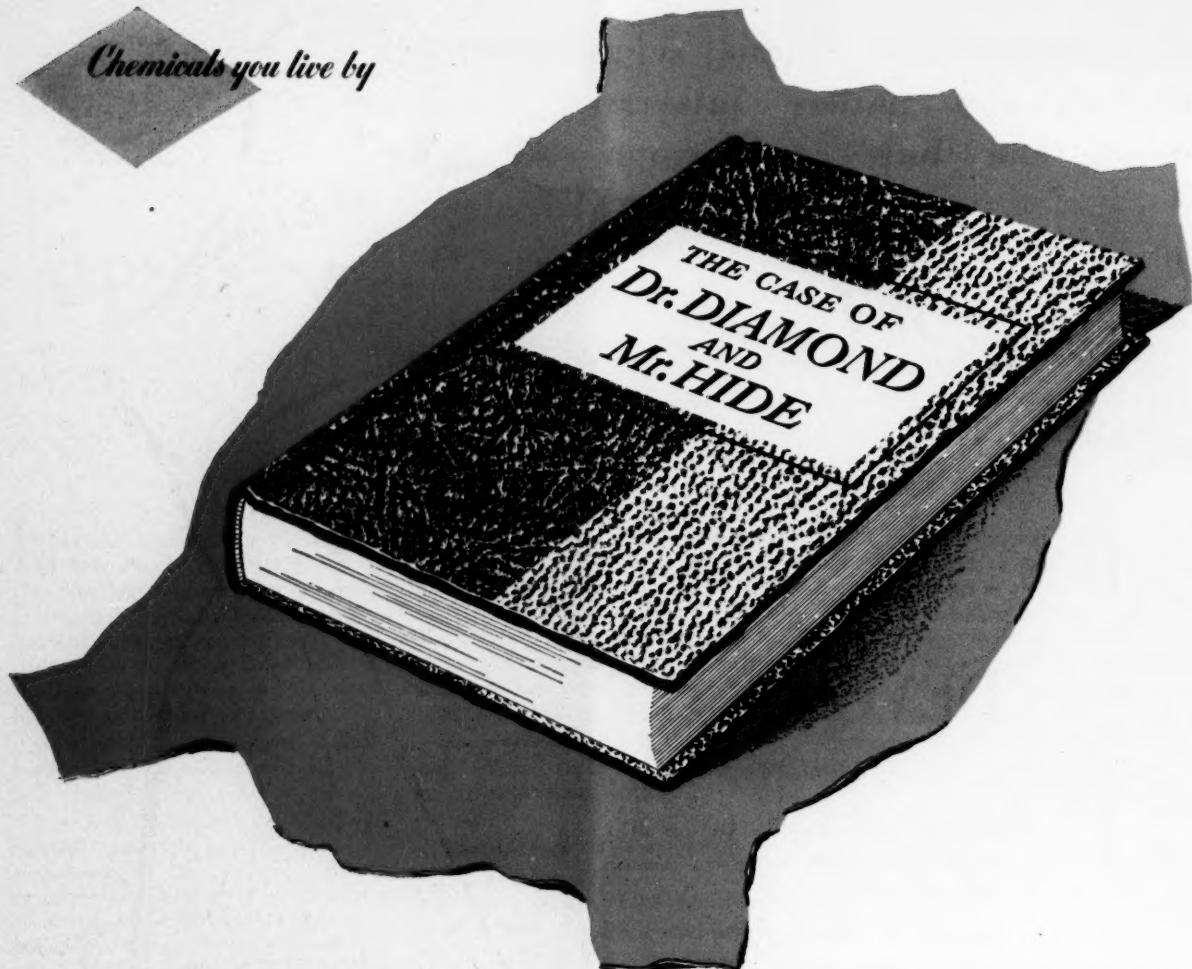
A. C. LAWRENCE LEATHER CO.

A DIVISION OF SWIFT & COMPANY (INC.)

It's naturally better

LEATHER and SHOES

Chemicals you live by



It's No Mystery!

There's no secret at all about why most of the country's leading tanners use DIAMOND BICHROMATE. They know that it is:

UNSURPASSED FOR PURITY: No other manufacturer controls so many steps in the production of bichromate.

ACCEPTED: No other bichromate is used by so many tanners.

DRY: Easier, safer to use.

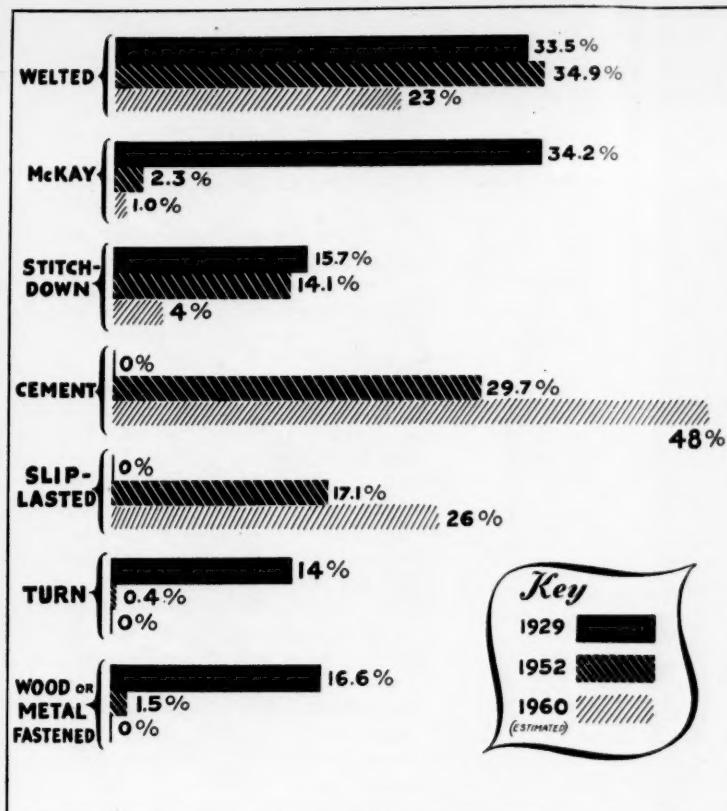
AVAILABLE from eight warehouse points. Ten convenient sales offices.

BACKED by DIAMOND's Technical Service, and the wealth of DIAMOND's knowledge of leather chemistry.

DIAMOND CHEMICALS FOR THE LEATHER INDUSTRY

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO

DIAMOND
ALKALI
CHEMICALS
®



This chart shows trends—real and estimated—of basic shoe constructions over a 30-year period. Cement and slip-lasted types are on a steady rise, while McKay, Turn and wood or metal fastened are practically faded out. Stitchdowns have held their position up to the present, but qualified observers see a decline in this construction over the next decade. The perennial welts have remained strong, but the "experts" foresee a gradual decline in this construction unless important new variations are introduced to cut making costs and fit into the trend toward lighter footwear.

Some radical changes have occurred over the past 25 years. These changes have been due to specific influences still at work—and due to change the course and appeal of certain basic shoe constructions over the next decade.

SHOE CONSTRUCTIONS—

What's The Trend?

OVER the past quarter century some remarkable shifts have been occurring in basic shoe constructions. The popularity of some constructions has dwindled while that of others has risen rapidly.

Out of these concrete trends arise two questions, the answers to which are of great importance to the shoe industry, as well as to the allied trades and leather industry:

(1) What are the major causes or influences behind these trends?

(2) In what direction are these trends taking us over the next ten years?

Now, in Table 1 we see an analysis of the trends in basic types of shoe constructions. Welted types of shoes have held their own fairly well; McKay types show a precipitous drop; Stitchdowns have remained on an even keel, while wood or metal

fastened constructions have faded; but Cemented and Slip-Lasted shoes have shown a steady and spectacular rise.

However, before we can show probable trends in shoe constructions over the next 10 years, it's important to take a look at the basic constructions themselves. A particular type of construction achieves its popularity for specific reasons. It also retains or loses that popularity for equally specific reasons. First, however, a brief analysis of the origin and rise of popularity of the basic constructions.

The McKay Process. The invention of the sewing machine in 1846 by Elias Howe—an invention classified as one of the Big 12 in the U. S.—set the stage for a revolution in shoemaking. For in 1858 came the sole sewing machine, conceived by

Lyman R. Blake, for attaching soles to uppers. This is regarded as the first major progress in shoemaking in 4,000 years.

The first of these machines was installed in a Lynn, Mass., shoe factory in 1861. Incidentally, here was born the shoe machinery leasing system. Blake couldn't sell his controversial machine, so he offered to lease it on a royalty basis, just to get it into factories. Blake later sold his patent to Colonel Gordon McKay, which gave rise to the name of the process.

The McKay process dominated for many years, primarily because it permitted mass production of shoes at low cost, and shoes that delivered a suitable performance and could be "high-fashioned." Its only competition was the high-cost, slow-output, hand-made shoes. Demand for Mc-

TABLE 1
Percentage of Shoe Constructions By Basic Constructions
(1929-1952)

Year	Welted	McKay	Turns	Stitchdown	Wood or Metal		Slip-Lasted
					Fastened	Cemented	
1952	34.9	2.3	0.4	14.1	1.5	29.7	17.1
1947	34.7	9.7	1.9	9.1	2.5	23.8	6.6
1945	32.6	13.1	5.2	12.0	2.5	25.6	9.0
1942	29.8	10.2	2.6	20.7	3.1	36.7	—
1941	37.2	16.4	2.5	13.8	3.8	26.3	—
1939	29.6	18.2	7.6	14.5	4.3	25.8	—
1937	32.7	20.1	6.4	13.2	5.6	22.0	—
1935	30.1	22.3	6.6	18.9	6.7	15.4	—
1933	28.8	26.7	9.2	16.3	7.5	11.5	—
1931	31.1	33.1	12.2	14.5	5.7	3.4	—
1929	33.5	34.2	13.1	15.7	16.6	0.8	—

Kays won hands down. Even the lower cost pegged shoes were pushed aside for the more finished and stylish McKays.

The Goodyear Welt. The first U. S. machine patent to be taken out on this process (sewing a welt to a shoe by machine) was owned by a Frenchman, Auguste Destouy. But the first practical machine came in 1874, when the Goodyear Welt Stitcher was developed and perfected by Charles Goodyear, Jr., son of Charles Goodyear, who discovered the process of vulcanizing rubber. Nevertheless, the welt process actually dates back as far as 1475.

The popularity and appeal of the Goodyear welt process was the fine, sturdy type of shoe it created. The process was (and is) considered the highest type of shoemaking. In the days of the shoemaking guilds, only the most skillful type of shoemaker was allowed to do this class of work. Today, in a man's highgrade welt, there may be as many as 210 operations, 174 of which are done by machine. When the Goodyear Stitcher came into wide use about 1880, the machine increased daily output from three pairs by hand to 300 by machine.

To this day the welt shoe has retained its popularity, primarily because of the high quality of end product it delivers. Its sturdiness and quality have been its principal assets.

Turns. The turned shoe is said to date back 2,000 years. It was given its modern development in France, then imported here. Charles Goodyear developed the Goodyear Turn Sewing Machine in the last quarter of the 19th century, gave impetus to the process. This type of shoe was costly, due chiefly to the great skill required in its making. Its chief assets were its flexibility, dressiness and quality.

Stitchdowns. This is one of the oldest known constructions. It got real impetus when the Littleway Process was introduced just before World War I. Its chief asset was its low cost of production.

Wood or Metal Fastened Shoes. Pegged or nailed types are one of the oldest constructions in this country. Needless to say, since the advent of sewn or cemented types, the pegged and nailed constructions have rapidly faded.

Cement Shoes. As early as 1855 a patent was issued for attaching soles to uppers with cement (gutta-percha), and a cementing machine was patented and advertised as early as 1858. However, it wasn't until the advent of the Compo process in 1928 that cement shoes really made headway. Today about 30 percent of all shoes are made on this process.

Chief assets are lower cost, lightness and flexibility, good quality, and adaptability to all dress types.

California or Slip-Lasted. This is the most recent entry into the major constructions. And it came about almost by accident. The first U. S. machine was introduced about 14 years ago. The machine was designed for conventional lasting. But during the war (1943-44) it was used in a few factories on a sort of experimental basis for making shoes on a "substitute" construction known as slip-lasted.

The first shoes were relatively crude; in fact, most were sold for export. However, shoe shortages during wartime gave incentive and impetus to this process, and gradually the crude elements were worked out of the method. The Model B Side Lasting Machine was designed and installed, ideal for making Californias. This machine was perfected, became the Model C in 1947, and the real impetus was given to the process. Incidentally, these same machines

can still be used for conventional lasting.

Chief advantages of slip-lasted construction are low cost, versatility of fitting to the foot, easy production, adaptability to materials. Though a "war baby," it managed to survive and thrive thereafter, has now attained a very respectable position.

Those were the origins and rise of these various basic constructions. But why have some of these declined, even faded?

The McKay in 1929 accounted for a third of our shoes, but today about two percent. There were reasons. The McKay fell behind on style, became known as a "cheap" shoe because, relative to other and more recent constructions (particularly cements), it was of inferior structure. It lacked the flexibility as compared with cement or slip-lasted. And its manufacturing costs were higher—for example, almost twice that of comparable Californias, and more costly than cements. The McKay has shown steady decline simply because better shoes on other constructions could be made at lower cost.

The Turn shoe, today used only in slippers, has virtually faded altogether from the picture. Chief reason: high cost of manufacture and lack of specialized and skilled workers (another high cost factor) required.

Four Remain

Thus, today we have four basic constructions comprising the great majority (about 96 percent) of shoes produced: welts, stitchdowns, cements, Californias.

According to Clifford Roberts, research head of United Shoe Machinery Corp., there are approximately 874 different ways of making a shoe. Most of these, of course, are variations or refinements of basic types, such as Goodyear Welt, Prewelt and Silhouette all falling into the general class of Welts. Nevertheless, out of all these various ways of making a shoe, only four fundamental methods are in important practice today.

What are the influences that determine the course of the popularity of shoe constructions? If a particular construction achieves its popularity for certain reasons, it also retains or loses its popularity for similar reasons. If we know these reasons as they have affected constructions in the past, and also currently, we can then project these same influences into the future as applied to constructions.

(Continued on Page 42)

HUCH

*HUCH is the thoroughbred
among LEATHERS*

*for Beauty and Durability
in Leather, try*

HUCH'S GENUINE SHELL CORDOVAN

*it's the thoroughbred of
leathers for Shoes, Watch
Straps, Belts and Wallets*

HUCH LEATHER COMPANY

TANNERY AND MAIN OFFICE

1525 WEST HOMER ST. • CHICAGO, ILL.

KAYE AND BARNES • BOSTON, MASS.



USMC TO APPEAL MONOPOLY RULING

COMPANY QUESTIONS COURT INTERPRETATION

Reports Move In Letter To Stockholders

United Shoe Machinery Corp., in a letter to stockholders this week, reported its next move in the Government's anti-trust suit against the corporation. The company stated that it would appeal to the U. S. Supreme Court the ruling of Federal Judge Charles E. Wyzanski, Jr., that United has violated the Sherman anti-trust act by monopolizing parts of the shoe machinery industry.

The letter, signed by Sidney W. Winslow, Jr., chairman, and George R. Brown, president, stated an appeal will be filed by the company "within the period allowed by law." Deadline for filing an appeal is April 30. (See L&S News X-Ray, March 14 issue.)

United said that a footnote in the opinion of the Federal District Court in Boston refers to questions of public policy involved in the case. Its appeal will contend that the decision represents "an unsound interpretation of the Sherman Act and an unwise public policy."

The statement pointed out the court ruling was based on its contention that the company supplies over 75 percent of the shoe machinery market, which the court contends is effective market control and not economically inevitable.

Free From Taint

The USMC statement referred to another statement of Judge Wyzanski to the effect that "it is only fair to add that the more than 14,000 page record, and the more than 5,000 exhibits, representing the diligent seven year search made by the Government counsel aided by this Court's orders giving them full access to United's files during the last 40 years, show that United's power does not rest on predatory practices. Probably few monopolies could produce a record so free from any taint of that kind of wrongdoing. The violation with which United is now charged depends not on moral considerations, but on solely economic considerations."

United also pointed out that its alleged violation of the anti-trust act depends on economic but not on moral considerations.

A separate statement to leasees by J. F. Wogan, vice president and gen-

eral manager of the corporation, said it is apparent that "the decision of the District Court has created substantial uncertainties."

Company officials said they felt an appeal was called for to clarify these uncertainties. The Federal Court decision was handed down on Feb. 18.

Lustig's Is Year's Brand Name Retailer

Lustig's, Inc., Youngstown, O., has been named Brand Name Retailer-of-the-Year in the shoe store field by a blue ribbon panel of retail executives.

Announcement of the award was made by Henry E. Abt, President of Brand Names Foundation, Inc. This is the second time the Youngstown firm has been honored in this national competition for outstanding presentation of manufacturers' brands to the public. Last year, Lustig's was awarded a "Certificate of Distinction."

Abt also announced the names of the four winners of "Certificates of Distinction" in the shoe store section of the Foundation's fifth annual competition. They are: Hofheimer's, Inc., Norfolk, Virginia, awarded the second place certificate; Farr Brothers Company, Allentown, Pennsylvania, third place certificate winner; B. Rich's Sons, Washington, D. C.; and Imperial Shoe Store, New Orleans, Louisiana. This is the second successive year that Hofheimer's and B. Rich's Sons were cited by the Foundation.

Winners will receive their plaques and certificates at ceremonies highlighting the Tenth Anniversary Brand Names Day Dinner, April 15, in the Grand Ballroom of the Waldorf-Astoria in New York City. More than 2,000 civic and business leaders will witness the presentations.

Order Shoe Firm To Bargain With Union

National Shoes, Inc., and National Syracuse Corp., Syracuse, N. Y., are under orders to post a notice of willingness to bargain collectively with a labor union.

The union is the United Wholesale, Retail and Department Store Union of America, CIO, Local 586. The notice is to go up for 60 days at Syracuse.

The order came from the National Labor Relations Board, which announced March 15 adoption of findings of its trial examiner.

INTERNATIONAL SHOE TAKES OVER FLORSHEIM

Required Shares Delivered On Time

Purchase of Florsheim Shoe Co. of Chicago by International Shoe Co. of St. Louis has been completed, according to Edgar E. Rand, president of the latter firm.

Both firms announced last week that the requisite shares of stock were delivered to the Harris Trust & Savings Bank of Chicago by March 10 as originally stipulated.

Under terms of the agreement, purchase by International was contingent upon 85 percent of Florsheim's Class A stock and 98 percent of its Class B stock being delivered by March 10. Purchase price was set at \$21 million.

Rand said that over 93 percent of Florsheim's Class A stock and 100 percent of the "B" shares were deposited in the Chicago Bank by March 10.

He re-emphasized a previous statement made at the time of offer to purchase that "except for management coordination, present plans call for completely independent operations by the Florsheim Co."

Rand said that both Irving Florsheim, chairman of the board, and Harold Florsheim, president, have agreed to remain with the company in management capacity on the basis of a five-year contract.

Vaisey-Bristol Will Close Skowhegan Plant

Vaisey-Bristol Shoe Co., maker of infants' and children's shoes, will close its plant in Skowhegan, Me., within the next two-three weeks, according to Robert A. Bristol, a director of the company.

Bristol told the plant's 125 employees that the cost of transportation from Skowhegan to the company's plants in Monett and Marionville, Mo., along with time consumed were main reasons for the closing. Vaisey-Bristol also operates a plant in Puerto Rico.

The company has high hopes of selling the Skowhegan plant to another shoe manufacturer, Bristol said.

J. Harold Gacquin, manager of the Skowhegan plant, will leave Vaisey-Bristol to join Stein-Sulkis Shoe Corp. in Haverhill, Mass., Bristol said.

POPULAR PRICE SHOW TO ASSIGN ROOMS

Applications Ahead Of All Former Shows

Assignments of more than three-quarters of available display space at the forthcoming Popular Price Shoe Show of America will be made within the next few days, according to Maxwell Field and Edward Atkins, co-managers of the show.

The co-managers reported that applications to date are running well ahead of any previous PPSSA.

This year's showing will be held May 3-7 at the Hotels New Yorker and McAlpin in New York City.

PPSSA promotional material will be focused entirely upon the "Fashions for the Millions" theme, projected by a new technique called the "Pederama" which gives a five-screen panoramic effect. Two performances of "Pederama" are planned for May 4 in the Grand Ballroom of the New Yorker.

The PPSSA managers also announced that the fourth edition of "Major Resources for Popular Price Shoes" will be distributed without charge at the show. Featuring more than 2,000 listings of suppliers of popular price footwear, a record number of listings, it will offer a complete breakdown of the various manufacturing sources.

Listings will identify sources as "Manufacturers" or "Wholesalers" and will categorize resources by types of shoes, retail price ranges, names and addresses, and location of displays. Principal merchandise breakdowns will be Men's, Women's and Children's but in each of these categories there will be separate listings for such items as slippers, novelty and dress footwear, casuals, welts, sports, loafers and moccasins, comfort and corrective, boots, waterproof and work shoes.

SIMONS HIDE ELECTS

Paul Simons has been re-elected president and treasurer of Simons Hide & Skin Corp., Boston broker and tanners' agent.

Other officers elected at the company's annual meeting held in Boston March 10 were Joseph A. Simons, Edwin S. Ditchett and Stuart Forsyth, all vice presidents. Albert Nauen was elected assistant treasurer and Mrs. Alice M. Collins was re-elected clerk.

Joseph Simons is the fourth gen-

eration of the Simons family in the hide business over a period of more than 100 years. He attended Dartmouth College and received a degree from Boston University after serving in the Army of Occupation in Japan.

Ditchett has been active on the firm's sales staff for the past five years. Forsyth has been a member of the company's receiving staff for the past 19 years and recently was appointed chief of the receiving staff.

MAJOR PATENT MAKER

In last week's feature article, "Patent Leather—How High The Boom?"—the name of the Allied Kid Company was accidentally omitted among the country's leather firms producing patent. Allied is known to be one of the country's major producers of patent, making both side and kid patent. The company is playing a major role in the current patent boom.

NEW YORK SHOE GROUP ELECTS OFFICERS

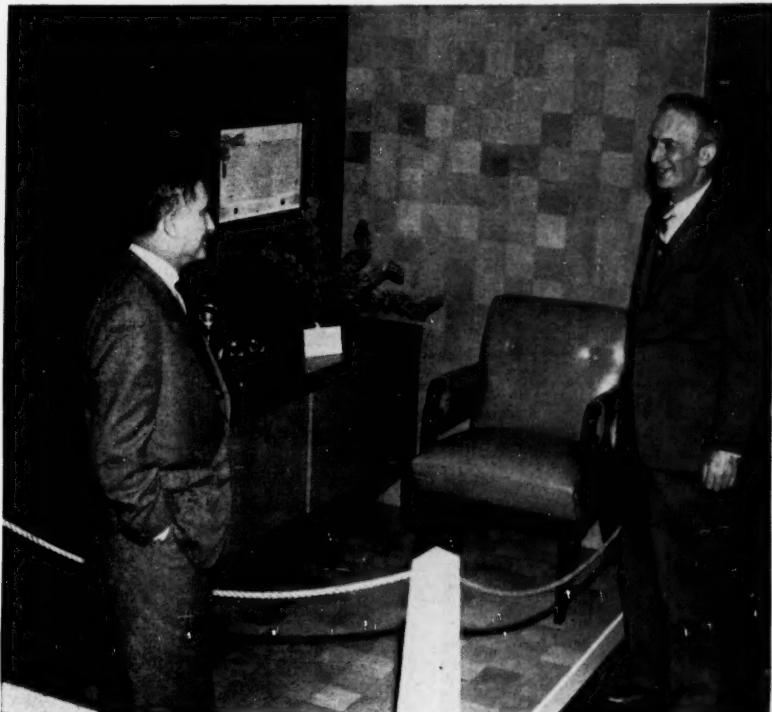
David S. Cohen of N. Cohen & Sons Shoe Co., and Frank Mazza of Robern Shoe Mfg. Corp. have been elected chairman and president respectively of the Shoe Manufacturers Board of Trade of New York, Inc.

Other officers elected at a recent meeting were Preston Beyer of Mel Preston Shoe Corp. and Howard Fox of Fox Shoe Mfg. Corp., vice presidents; Maury S. Delman, Delman, Inc., secretary; John L. Jerro, Jerro Bros., treasurer; and Sidney Sandler, Beleganti, Inc., Assistant treasurer.

Directors elected were Alfred Rao, John Marino, Frank Cardone, Edward G. Wolf, Jack Zuckerman, Jerome Altschul, Hy Rabkin and William Burroughs.

The Shoe Manufacturers Board of Trade is composed of the majority of ladies' fashion shoe makers located in New York. One of the oldest shoe manufacturing groups in the country, it will soon celebrate its 50th anniversary.

LEATHER IN DECORATION



Joseph Kaplan (left) of Lackawanna Leather Co. and James H. Liberty, executive vice president of the Upholstery Leather Group, division of the Tanners' Council, look over one of the "Leather in Decoration" roomettes at Paine's in Boston. The display consisted of 12 "roomettes" featuring dramatic uses of leather in the home.

SHOE CHAIN SALES UP 1.3% IN FEBRUARY

Dollar sales of the four leading shoe chains during Feb. 1953 showed an average increase of 1.3 percent over sales in the corresponding period of 1952.

Combined dollar sales for the first two months of the year were up 3.3 percent over the 1952 period.

Largest increase was reported by Shoe Corp. of America which showed a gain of six percent over Feb. last year. A. S. Beck reported an increase of 0.3 percent and Edison Bros. Shoe Stores, Inc. gained 0.6 percent.

Only decrease of the month was cited by G. R. Kinney which was off some three percent in dollar volume.

Melville Shoe Corp. was not included in the average listing since it recently added Miles Stores in a

merger of the two firms. However, Melville's combined sales in Feb. showed an increase of fully 40.3 percent over Feb. 1952. For the first two months of this year, Melville sales were up 37.1 percent.

The Tanners' Council points out that Feb. 1953 had one less shopping day than a year ago and that rate of sales this Feb. compared favorably with a year ago. Also, pairage sales must show a higher increase since shoe prices this Feb. were under Feb. 1952.

Following are comparative figures:

	February 1953	February 1952	% Change
A. S. Beck	2,698	2,691	+ 0.3
Edison Bros.	4,711	4,680	+ 0.6
G. R. Kinney	2,086	2,151	- 3.0
Shoe Corp.	3,257	3,073	+ 6.0
Total	12,752	12,595	+ 1.2
Melville*	5,246	3,739	+ 40.3
*(1953 periods include sales of Miles Stores.)			

JANUARY SHOE PRODUCTION SHOWS GAIN OF 10 PERCENT

Footwear production in Jan. totaled 45,268,000 pairs, an increase of eight percent over the 42,033,000 pairs reported in Dec. 1952 and 10 percent above the 41,306,000 pairs listed for Jan. 1952, the Census Bureau reports.

Women's shoe, sandal and playshoe output in Jan. amounted to 21,718,000 pairs, 20 percent above the figure of 18,028,000 pairs for Dec. and 10 percent above the 19,676,000 pairs produced in Jan. a year ago.

Men's output totaled 8,953,000 pairs, one percent below the 9,010,000 pairs produced in Dec. 1952 but four percent above Jan. 1952 when 8,577,000 pairs were made.

All other categories reported gain except babies' shoes. The latter amounted to 1,042,000 pairs, about even with the 1,038,000 pairs pro-

duced in Dec. but eight percent less than the 1,127,000 pairs reported in Jan. last year.

Highest increase was recorded in youths' and boys' shoes which listed 1,558,000 pairs, one percent above the 1,539,000 pairs for Dec. and fully 23 percent above the 1,263,000 pairs of Jan. 1952.

Output of slippers for housewear amounted to 2,946,000 pairs, 29 percent below the 4,161,000 pairs of Dec. but 17 percent above the 2,511,000 pairs of Jan. a year ago.

Footwear shipments for Jan. were about 46 million pairs, valued at approximately \$168 million, an average value per pair shipped of \$3.67. Average value per pair shipped was \$3.68 in Dec. 1952 and \$3.73 in Jan. 1953. Following are comparative production figures for Jan. 1953 and Jan. and Dec. 1952:

SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs)			Percent of change January 1953 Compared with	
	January 1953	December 1952	January 1952	December 1952	January 1952
Shoes and Slippers, Total	45,268	42,033	41,306	+ 8	+ 10
Shoes, Sandals and Playshoes	41,778	37,303	38,290	+12	+ 9
Men's	8,953	9,010	8,577	- 1	+ 4
Youths' and boys	1,558	1,539	1,263	+ 1	+ 23
Women's	21,718	18,028	19,676	+20	+10
Misses'	3,257	2,895	2,853	+13	+14
Children's	3,000	2,690	2,770	+12	+ 8
Infants'	2,250	2,103	2,024	+ 7	+11
Babies'	1,042	1,038	1,127	- 8
Athletic shoes	226	229	216	- 1	+ 5
Slippers for housewear	2,946	4,161	2,511	-29	+17
Other footwear	318	340	289	- 6	+10

NEW GROUP MAY BUY DERMAN SHOE COMPANY

Meetings Scheduled This Week

Officials of Derman Shoe Co. and the Shoe Workers Association of Milford were meeting this week with a new group of manufacturers interested in taking over the Milford, Mass., shoe plant, according to Bob Engelman, Derman official.

Negotiations with another group broke down recently after trustees of the union attached the Derman plant.

Both Engelman and Edward Fields, general manager, said they expected to announce shortly whether the plant will be purchased by a new group.

The plant has been shut down for several weeks. Most of its former 350 workers have been laid off.

Loewengart Reports New Foreign Agreements

Loewengart & Co., New York and Mercersberg, Pa., tanner, reports new arrangements with overseas suppliers of hides, skins and leather as a result of a recent business trip by Arthur and Richard Loewengart.

Both Loewengarts visited hide and tanning centers in India, Pakistan, Israel, Yugoslavia, Italy, Switzerland, Germany, Holland, Belgium, France and England.

In India, Loewengart, which buys about 12 percent of total production of India tanned goatskins and imports about 50 percent of all India-tanned goatskins to the U. S., reorganized its buying set-up. For the first time, the operation will be controlled from the buying of the raw material all the way through the finished leather. This will lead to improved quality and price and delivery advantages, according to Loewengart.

Exclusive arrangements were also made with many European tanners for the import of leathers not produced here by Loewengart. Included was an agreement with the Yugoslavian Government for distribution of pigskins here.

In England, arrangements were made with Southern Tanneries, Ltd., and O. S. Rowe & Sons Ltd. of London for distribution of sealskins and ostrich leather. Other arrangements were made with Frecknall, Barnard & Scott, Ltd., of Northampton and C. B. Daniels, Ltd. of London, tanners of fancy and shoe leathers. All imported leathers will be handled through the Gahna division of Loewengart.

Brown Company Salutes KLEVWAY PROCESS

—A New Money-Saving Step in Shoemaking

Featuring ONCO®

THE KLEVWAY PROCESS represents the most revolutionary basic process that has been developed and introduced to the Shoe Industry within the past twenty years.

Introduced by North American Process, Inc., this new method means many big savings and important advantages for manufacturers and is adaptable to all types of footwear with only minor adjustments in the manufacturing process.

- **Savings on materials**—higher cutting yield on both leather and linings.
- **Savings on labor**—maximum production with a minimum of handling by operators. Due to the precision of the process itself, unskilled labor can be easily trained.
- **Additional cost savings**—further savings on machines and machine parts, power, quality supervision, floor space.

Learn about Klevway Process and its use of ONCO, Room 1428, Belmont Plaza Hotel, New York, Allied Shoe Products and Style Exhibit, March 1st-4th. Or write Brown Company, 150 Causeway St., Boston 14, Massachusetts, Dept. CH2.

ONCO WAS CHOSEN and used exclusively in the development of the Klevway Process because only in ONCO were found exactly the *right* qualities—

- **Maximum bonding strength**—ONCO's strong, internal ply strength insures maximum bonding.
- **Absolute uniformity**—ONCO is made in precision fashion and every innersole is exactly alike in quality, thickness and texture.
- **Full flexibility**—ONCO, by means of a controlled process, retains its flexibility under all conditions and will not harden, crack, curl, swell or shrink.
- **Strong ONCO rib**—ONCO Innersoles and Rib Base are made with Solka, a unique and highly purified cellulose fibre, produced only by Brown Company, which assures greater strength and longer wear.

HERE'S HOW THE KLEVWAY PROCESS WORKS:



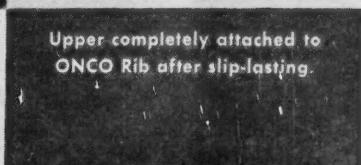
ONCO Insole with Special
ONCO Rib attached.



Fitted upper with ONCO Insole
attached before slip-lasting.



Lasted shoe.



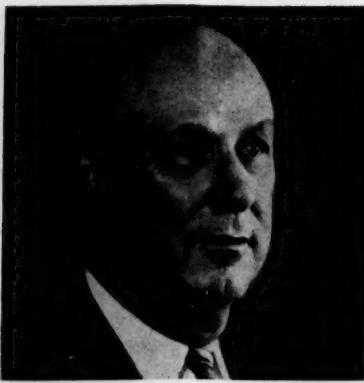
Upper completely attached to
ONCO Rib after slip-lasting.



Finished shoe.

ONCO
Insoleated
COMFORT DEPTH AND FLEXIBILITY

NEWLY PROMOTED AT HOOKER



R. Wolcott Hooker (left) formerly vice president in charge of sales, and Robert E. Wilkin, former general sales manager of Hooker Electrochemical Co., Niagara Falls, N. Y., who have been promoted to vice presidents in the firm with broader responsibilities. Frank W. Dennis, formerly director of industrial relations, was named vice president in charge of industrial relations.

U. S. Rubber Reports New Sales Record

United States Rubber Company established a new sales record of \$850,151,566 in 1952 and profit amounted to \$28,169,955, the second highest in the company's history, according to the 61st annual report to stockholders by H. E. Humphreys, Jr., chairman.

Net sales in 1952 were 1.5 per cent greater than in 1951 but profit fell short of the 1951 figure by 7 per cent. Profit was 3.3 percent of sales and amounted to \$4.33 a share of common stock compared with 3.6 percent of sales and \$4.76 a share of common stock for the previous year (after 3-for-1 stock split).

It was a year of continued high taxes, rising costs and stiffer competition and these factors accounted for the dip in profit despite the rise in sales, chairman Humphreys reported.

Net working capital at the year-end was \$206,236,299, compared with \$177,030,290 at the close of 1951.

Humphreys said about 16 percent of 1952 sales represented defense orders, compared with 13 percent in 1951.

The year saw the second highest foreign sales in the company's history despite difficult economic conditions. Foreign sales were hampered by an acute dollar shortage and a return to competition which had not been in evidence since the start of the Korean war.

Sales of the company's Canadian subsidiary, Dominion Rubber Company, Ltd., continued at near record levels. Demand for Dominion tires exceeded production capacity and as a result an expansion of production facilities at Kitchener, Ont., is now under way.

"We foresee another good year for our company in 1953," Mr. Humphreys reported. "We expect sales to be somewhat higher than in 1952. Profit before taxes should continue good. Net income will be influenced to the degree that corporation tax rates may be changed."

NEOSAPON CF 11
The Powerful and Most Economical
CATIONIC EMULSIFIER
FIBER CHEMICAL CORPORATION
P.O. BOX 218 MATAWAN, N. J.

DEWEY AND ALMY SEES FIRST QUARTER PROFIT

Dewey and Almy Chemical Company of Cambridge, Mass. expects a profit for the first quarter of 1953, Hugh S. Ferguson, president, said at the annual stockholders' meeting this week.

Pointing out that its magnitude was still not satisfactory, he said that the results, allowing for seasonal factors, represented a continuation of the improvement shown in the second half of 1952.

The existing board of directors of 15 was re-elected for one year. A. T. Daignault, treasurer, and W. T. Snow, clerk, were also re-elected.

Sales for the first quarter are well above those for the like period in 1952, Ferguson said.

Court Bans Use of Miles Trademark

The United States Supreme Court has refused to let Miles Shoes, Inc., use the trademark "Gropals" on its children's shoes sold in 145 retail outlets in the East.

R. H. Macy & Co., New York, N. Y., world's largest department store, objected. Macy claimed it holds trademark rights on a similar name, "Gro Shoes and Gro Socks," and has held them for more than two decades.

Miles has been incorporated into Melville Shoe Corp. since the court actions began.

In earlier proceedings, the Commissioner of Patents in Washington ruled for Macy but Miles took the matter to the District Court for the Southern District of New York and won right to use the name.

Macy appealed to the Court of Appeals and won, and Miles appealed to the high tribunal for the final decision, which came this week.

George Geddes

... 73, former shoe machinery executive, died March 18 in Arlington, Mass. He was formerly Maine district manager for United Shoe Machinery Corp., Beverly, Mass. A long-time resident of Mansfield, Mass., he was associated with United Shoe for 43 years and was a member of its Quarter Century Club. He was also a charter member of the Auburn, Me., Kiwanis Club, the Auburn Chamber of Commerce, and was a Mason. Surviving are his wife, Nettie T.; two daughters, Mrs. Horace R. Perry and Mrs. Thomas Morison; and four grandchildren.

**YOU AND YOUR
CUSTOMERS
BOTH GET MORE...**

**when you specify
England Walton
sole leather**



It costs no more for England Walton sole leather than for ordinary brands. Yet you're getting top quality by every standard — the result of 100 years' experience in making fine leather soles. And you can bank on it that no expense is spared to maintain this leadership.

For complete satisfaction — and profit — and the ultimate user's enjoyment of the finest value — specify England Walton sole leather.

ENGLAND WALTON BENDS, CUT SOLES AND SOLE LEATHERS

A. C. LAWRENCE LEATHER COMPANY

A DIVISION OF SWIFT & COMPANY (INC.)

BOSTON • CAMDEN • PEABODY • NEW YORK • ST. LOUIS • COLUMBUS • MILWAUKEE • LOS ANGELES
SAN FRANCISCO • ASHLAND, KY. • NEWPORT, TENN. • HAZELWOOD, N. C.



SHOE CHAIN OFFICIAL AGAINST PRICE CONTROL

No Longer Needed, Even On Standby Basis

Edward Atkins, executive vice-president of the National Association of Shoe Chain Stores, is against price and wage controls even on a standby basis.

He believes that little emergency is on now, according to the evidence, and that any emergency so grave as to call for price and wage controls also would be grave enough to call for consumer rationing of shoes.

The American Retail Federation released the transcript of his views as given to a meeting of the federation in Washington early this month.

After World War II, Atkins declared, his association was well aware that consumer rationing, as administered, "actually threatened the life of chain store business."

Accordingly, the association put up money for a study on ways to add flexibility and administrative efficiency" in the event "extreme emergency" in the future should call for new curbs.

On consumer rationing of shoes, Atkins said: "Every day, when confronted with a real emergency, an emergency that by my definition would require price control . . . consumer rationing is the necessary adjunct to make it work."

Atkins gave his views on how the government should impose price, wage, rationing curbs if a grave international situation called for them.

"We have to freeze quickly, and we have to freeze universally," he said.

"Retailers and consumers, being at the tail end of the economic bucket brigade, it seems to me, have far more to lose than to gain from any dilatory tactics."

He added he is against "tire patches," on the grounds, that "to be effective, direct controls must be quite universally applied.

"They must be applied to the cost of all goods, to the allocation of labor, to the maintenance of quality, to the distribution of goods and all of these things must be geared to the essential task of producing a maximum quantity of military and civilian production."

After a freeze, he suggested these "essentials":

1.—Controls must adhere to traditional patterns of retailing.

2.—Controls should not unnecessarily distort merchandising procedures.

3.—Controls must not discriminate.

4.—Controls must be terminated before they become meaningless.

New Hot-Melt Adhesive By Dewey And Almy

A new hot melt adhesive for shank cementing claimed to provide immediate bond, high strength, improved impact resistance and low unit cost has been developed by Dewey and Almy Chemical Company.

Now in production by the company's Shoe Products Division, the new hot melt — Darex R8 — is designed to attach all types of shanks in a permanently flexible resin bond. It contains no water or solvent to evaporate, and unlike asphalt or resin pitches, does not crystallize, permitting noisy or loose shanks. It sticks to wood, fibre and steel and is not hampered by humidity.

Application is made either by a heated grid pan or conventional pitch applicator. A new hot melt spotting machine has been developed especially for the purpose.

• **Weyenberg Shoe Manufacturing Co.** of Milwaukee has declared a dividend of 50 cents per share, payable April 1 to stockholders of record March 14.

ST. LOUIS "210" TO MEET APRIL 15

The Second Annual St. Louis Regional Meeting of The 210 Associates, Inc., the National Philanthropic Foundation of the Shoe, Leather and Allied Trades, will be held at the Jefferson Hotel on Wednesday, April 15th, 1953.

More than 300 in the St. Louis area are expected to attend the luncheon which will feature addressees by Gene Frenzel, The Berland Shoe Stores, regional chairman for St. Louis, Frederick Bloom, executive vice-president of The 210 Associates and a prominent St. Louis executive.

David Katz of The Dominion Shoe Company, Chairman of this event, stated that the main purpose for holding the meeting was to allow members to question officers in an open forum about the charitable work of The 210 Associates. There are now more than 2,850 members scattered throughout the 48 states.

New England Tanners Hear Schneider

Members of the New England Tanners Club held their monthly business meeting Friday evening, March 20, at the Hotel Hawthorne in Salem, Mass.

Featured speaker of the evening was C. G. Schneider of Calgon, Inc., who spoke on "The Applications of Metaphosphate."

NOT A BITE IN A CARLOAD



Morris Joffe, vice president of Fleming Joffe, Ltd., reptile skin tanning firm, shows cobra skin to Morton Jones and W. A. Lawson of the Selby Shoe Company at party held at the reptile skin company's new quarters at 401 Fourth Avenue, New York City. In background is exhibit loaned for the party by the Indian Consulate. Guests viewed a series of exhibits highlighted by a display of handicrafts, fabrics, and ceramics loaned by the Indian Consulate. Leading manufacturers of reptile skin handbags, shoes, desk sets, wallets, and belts made from alligator, lizards, and various kinds of snake skins had displays of their wares set in an artistically constructed "Jungle Jim" motif.

*Performs better...
costs less!*



SPONGEX INNERSOLE CUSHIONING

To build innersoles that *really* cushion and won't flatten out—choose Spongex cellular rubber—the innersole material that's firm but springy. These innersoles will last longer and feel better than those of softer, less resilient materials.

This cushioning performance is surpassed only by the low cost of Spongex. It costs less than any other type of cushioning that has comparable compression resistance. Sheets and rolls of Spongex cellular rubber for innersoles are available in thicknesses of 3/32", 1/8" and 3/16". Color is beige. Write to us for samples and prices.

SPONGEX

Custom molded sponge rubber soles

Die-cut soles of sponge and latex foam

Sheet stock for innersole cushioning

THE SPONGE RUBBER PRODUCTS COMPANY
651 DERBY PLACE, SHELTON, CONNECTICUT



NEWS X-RAY

Decision of United Shoe Machy. Corp. to appeal to Supreme Court in the anti-trust suit will in all likelihood be followed by decision of Justice Dept. to also appeal. Appeal by United alone would give Justice Dept. no chance to counter-argue its case before Supreme Court. So look for the fight to continue in the top court.

Right now it looks like a cat-and-mouse game. Note United's phrasing of its notice to its 26,000 stockholders—"It is our **present intention** that such appeal will be filed...." Qualified opinion believes that United is hoping to urge Justice Dept. to expose its hand as to whether it will or won't appeal. Note, too, that United has **not yet officially filed** its appeal—has only issued cautious statement of intentions.

United emphasizes point that "decision of the District Court has created many uncertainties." It's possible that some of these could be ironed out between Government and United before District Court, without resort to Supreme Court. Government would very likely be willing to do this, but it's unlikely that United will.

United will base chief emphasis of appeal on this fact: "The decision is founded on a construction of the Sherman Anti-Trust Act unknown to the law ten years ago." In previous three cases of United vs. Government, United won because the current interpretation wasn't used. New interpretation became law in famous Govt. vs. Aluminum Co. of America (Alcoa) case in 1945. United figures that if it can switch this interpretation back to the "old" reading of the law, it has good chance of winning reversal before Supreme Court.

One thing seems sure. Neither United nor Justice is likely to file official appeal until almost last day before the 60-day period dating from Feb. 18, when District Court's decision was handed down. Educated guesses say that the case has cost United about a million dollars so far (court ruled United must pay all costs, including those of Govt. during trial). Anyhow, if case goes to Supreme Court, figure a wait of about two years before final decision handed down.

U. S. tanning industry may once again have access to domestic chestnut extract in next quarter century. Because chestnut trees have been virtually extinct here since blight 30 years ago killed off most chestnut forests, tanners have had to shift to other tannins or import 90% of chestnut needs.

Now comes word that experimental planting of Chinese chestnut, blight-resistant, will soon be made in Davy

Crockett National Forest, Crockett, Texas. Officials say this is first chestnut planting in Texas and probably the first in entire U. S. since the blight.

Makers of babies', infants' and tots' foot-wear have plenty of good pickin's ahead. Last year's record of 3,875,000 births was the sixth year in a row that baby crop has exceeded 3.5 million, according to Metropolitan Life Insurance researchers.

Curiously enough, the gain continues despite steady decline recorded in marriage rate for those six years. Survey indicates a large number of second, third and fourth children per family, a return to the old-time large family idea.

Further breakdown by Infants & Children's Review reports there are now 17.88 million pre-school age children (under 4) in the country. Of these, 9.159 million are boys while 8.729 million are girls. New trend has retailers of infants' and children's items delighted. Last Christmas, toy sales hit new record volume. Also through 1952, while retail sales as a whole lagged, there was a definite boom in infants' and children's items.

Argentine leather now expected to be competitive again on international markets. Reason is new action of Argentine Bank in finally granting Argentine tanners an improved exchange rate for export of leather. Whereas local exporter received only 7.5 pesos per dollar on leather export, he now gets 12 pesos or 60% more.

Interesting Items: A. J. Hollander, Argentina SRL, shipped total of 309,978 hides in Jan. 1953. This is believed largest monthly shipment ever made in Buenos Aires by a single firm.

American industry must invest \$200 billion by 1960, about as much invested in past 30 years, to achieve adequate output with available working force and thus maintain present high standard of living. This is word of Dean E. Carson, director of business research for The B. F. Goodrich Co.

Population of U. S. will be 174 million in 1960, a gain of 15% over 1950. This will be mainly an addition to consuming rather than producing group. Although working group will have to support more people than ever before, demand for labor will be so great, except in adjustment periods, that able workers should have no difficulty in finding jobs.

Full and bloomy

SHADES

**FOR
SUEDES**



This suede leather has been dyed to a deep blue with rich quality and full and bloomy undertones . . . plus the added value of full penetration and good fixation of the dye.

It was dyed with a level-dyeing, uniform Du Pont dye—a dye that has complete compatibility with Syntans. The blue was carefully matched with a gray Du Pont lining color; and the resulting products—these suede pumps—have an enviable appearance and color performance that will result in utmost salability.

You will find that Du Pont Dyes—and Du Pont's technical-service staff—will help you solve any leather-coloring problem you might have. Write E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

**TO ACHIEVE DARK BLUES FOR
SUEDE SHOE UPPER LEATHER . . .**

- Du Pont Leather Navy Blue
- Pontacyl* Brilliant Blue RR Conc. 200%
- Pontacyl* Blue Black SX
- Pontamine* Blue 3BX Supra 125%
- Pontamine* Navy Blue DB Conc. 175%
- Pontamine* Green S Extra Conc. 125%
- Pontamine* Black AWG

*REG. U. S. PAT. OFF.

DuPont Dyes

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

NEW for California Shoes

Saddle Print Vinyl

HARVARD'S PLASTIC SOCK LINING

*Made with a backing of Nu-Sta
or fabric. Write for samples and
quotations.*

HARVARD COATED PRODUCTS CO., INC.
112 NORFOLK AVENUE., ROXBURY, MASS.



*Combine High Style
and Comfort
with*

FOAM-JEX



**THE FOAM RUBBER
IS COMBINED TO
KIDKO LEATHERBASE
SOCK LINING OR SHEETINGS**

A new development by HARVARD.

Here we have fashionwise comfort for all types of shoes. Now being adopted by more and more makers of conventional type footwear.

Cushions the foot and conforms to the regular size of the shoe. No extra manufacturing operations required — no need for extra patterns or dies to insure proper fit — it works like your regular sock lining.

HARVARD COATED PRODUCTS CO., Inc.

112 NORFOLK AVENUE

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USMC THERMO-CEMENTING AND FOLDING MACHINE - MODEL A



Fabric, imitation leather or leather French bindings can be adhered with equal ease with the thermoplastic cement used by this machine. Save cost of coating and loss due to breakdown of adhesive coating on bindings in stock.

Operators and factory men too, like the quieter operation, the great reduction in vibration, the productive capacity they have with this machine.

Maintenance time and parts costs are cut by improved machine design in which all internal parts operate in oil bath.

For the first time, the cementing and folding of French bindings are combined in one machine operation by the **USMC** Thermo-Cementing and Folding Machine - Model A. This efficient bench unit has had, in its brief career, a rapid rise to popularity in scores of fitting rooms. In nearly every case it has provided important economies over the methods replaced.

One of the "36 new United machines in five years," this modern machine answers the need of shoe manufacturers for the best shoemaking quality.

Like all United machines its production efficiency is maintained by a trained service organization and by supplies of replacement parts located in the various shoe centers.

Ask your United Branch Office for full details.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

Stylescope

Fashioned for Fall in Kid Leathers

THE newest feeling in women's shoe constructions is for the soft shoe. This means that soft and supple leathers hold a strong position of importance in the Fall picture. Kid leathers, always noted for their softness, fall ideally into the Fall women's shoe fashion picture. Added to their softness is their suppleness suited to the newest design ideas incorporating high-riding features in opened-up light shoes. These five pullovers, by Amalgamated Leather Co's., Inc., represent the smart possibilities in the use of kid leather shoes for Fall.



At the left, are two kid leather pullovers for Fall. First, a chic walking shoe in two-tones of brown, a color destined to lead the daytime and town wear picture in shoes, featuring kid suede in mudguard extending part way into quarter and up over side to meet instep strap, and smooth kid vamp and quarter. Second, a pert style in red kidskin with black and white fabric-covered wedge and platform; note how vamp piece, lined in fabric, ties in asymmetric bow, forming deep toe opening.

At the right are three new kid leather pullovers for Fall. Left, smooth and suede kid in green combine to make this light dressy shoe; note smart strap detailing. Center, a high-riding, yet very light Fall style in kid suede trimmed with smooth kid in mono-tones; note peak at throatline, repeated in high instep band. Right, high-fashion note in black kid suede and brown smooth kid, combined to make this smooth looking pump for dressy afternoon occasions.



MILITARY BIDS AND AWARDS

Rubber Overshoes

March 13, 1953—TAP-30-352-53-278—20,000 pr. overshoes, rubber, men's; FOB destination; 100% domestic cotton. a) 9,000 pr. for Mechanicsburg, Pa.; b) 11,000 pr. for Clearfield, Utah; delivery at the rate of 10,000 pr. each sixty and ninety days after contract award; opening, New York, 11 a.m.; this procurement for the United States Navy.

Rubber Gloves

March 19, 1953—TAP-30-352-53-295—1) 8,800 pr. rubber gloves, acid-resistant; synthetic rubber; to be shipped FOB destination to eleven specified destinations; 2) 2,300 pr. rubber gloves, solvent-resistant; synthetic rubber; to be sent to Oakland, California; 100% domestic pack; delivery on all gloves must be completed by August 15. Opening, New York, 2 p.m.; this procurement for the U. S. Navy.

Insoles

March 30, 1953—ASTAPA TAP-30-352-53-318—6,803 prs. in-

sole, footwear, felt; 3,401 prs. for Maywood, Cal.; 100% domestic pack; delivery must be completed during June. Fob. destination; opening, New York, 4 p.m.; this procurement for the U. S. Air Force.

Rubber Boots

April 2, 1953—ASTAPA TAP-30-352-53-376—8,646 pr. rubber boots, firemen's; fob. origin and/or destination; 5,196 pr. for Shelby, O.; and the balance for Maywood, Cal.; 100% domestic pack; delivery by August; opening, New York, 1 p.m.; this procurement for the U. S. Air Force.

Leather Items

April 13, 1953—ASTAPA TAP-30-352-53-381—Five leather items; 1) 2,951 sq. ft. leather, cowhide, for lace leather, full top grain, chrome-tanned, $\frac{1}{8}$ " thick, natural color; 2) 8,291 sq. ft. leather, cattlehide, for straps, full grain, vegetable-tanned; russet, $\frac{1}{32}$ " thick; 3) 448 sq. ft. leather, cattlehide, for straps, full grain; vegetable-tanned; $\frac{1}{8}$ " thick; russet; 4) 4,029 sq. ft. leather, cattlehide vegetable-tanned $\frac{3}{64}$ " thick, green; 5) 5,928 sq. ft. leather horsehide, for flying clothing, chrome-tanned, seal-brown; all items for delivery to both Shelby, O., and Maywood, Cal.; fob. destination; opening, New York, 2 p.m.; this procurement for the U. S. Air Force.

OPEN OVERSHOES BID

LaCrosse Rubber Mills Co., LaCrosse, Wisc., was the low bidder at the opening of ASTAPA invitation TAP-30-352-53-245—71,004 pr. of men's high five-buckle rubber overshoes—for fob. origin and/or fob. fourteen separate destinations. LaCrosse bid on the total quantity a) fob. origin at \$2.95 per pr. and/or b) fob. destinations 1-14 at prices ranging from \$3.09 to \$3.30; 30 days acceptance, net. There were eight other bidders.

MORE OVERSHOES

The Goodyear Rubber Co. of Middletown, Conn., was low bidder at opening TAP-30-352-53-278 which called for 20,000 pr. of men's rubber overshoes for the United States Navy. Goodyear offered to supply the total quantity asked—a) 9,000 pr. for Mechanicsburg, Pa., and 11,000 pr. for Clearfield, Utah—at 1.139 and 1.274; 60 days acceptance, net.

There were four other bidders.

Campello Shanks

MAKE GOOD SHOES BETTER



SOLD WHEREVER BETTER SHOES ARE MADE

CAMPELLO 69, MASSACHUSETTS

LEATHER and SHOES

Deaths

Louis G. Metelli

... 53, leather technician, died at his home in Teaneck, N. J., on Sunday, Feb. 22, after a prolonged illness. One of the leading figures in the tanning industry, he was senior technician of the General Dyestuff Corp. Leather Laboratory in New York. He was active in the leather, shoe finder and shoe dressing industries for most of his working career. A World War I veteran, he graduated from Connecticut Agricultural College in 1923. He was associated with General Dyestuff Corp. and its predecessors since that time. Surviving are his wife, a stepson and stepdaughter.

Clyde G. Wooley

... 58, shoe executive, died shortly after suffering injuries in an automobile accident at Lake Success, N. Y., on March 5. A veteran of 40 years service with International Shoe Co., he had been merchandise manager of men's shoes for the past five years. Previously, he worked with the Friedman-Shelby Sales Division in return goods and as a merchandise manager. Others injured in the accident were Hilding Lindahl, stylist, who suffered

fractures of both legs and multiple contusions; William Dueker, assistant men's work shoe buyer for J. C. Penny Co., and his wife. Services for Wooley were held March 9.

George P. Batchelder

... 87, leather dealer, died recently in Union Hospital, Lynn, Mass., after a brief illness. A native of Peabody, he had been active in the leather business as a dealer for many years. He was well known through the New England leather and shoe trade, and ran his own business in Lynn and later at Rowley. Survivors include his wife, Blanche E.; three daughters, two grandchildren, a brother, two nieces and a nephew.

Lucien M. Doty

... 76, retired shoe executive, died March 9 at his home in Portsmouth, O. He had served for many years as secretary and sales manager of Selby

Shoe Co. in Portsmouth and was a prominent figure in the industry. He retired in 1944 after 40 years of service with the firm. Surviving are four children including his son, Lucien, Jr., a salesman for the Style-Eez division of Selby.

John J. Pfeiffer

... 82, retired leather union executive, died recently in Los Angeles, Cal., after a long illness. Active with the International Fur and Leather Workers Union for many years, he was secretary-treasurer at the time of his retirement in 1940. He leaves his wife, Clara; two daughters, a son and a sister.

Jesse C. Simonds

... 55, shoe foreman and superintendent, died March 8 at Frisbie Memorial Hospital in Rochester, N. H., after a long illness. Active in the local shoe industry for many years, he had served as a superintendent with Hubbard Shoe Co. in Rochester and other shoe factories in the area. A native of Worcester, Mass., Simonds served on the Rochester City Council for 12 years. He was a member of several Masonic organizations. Surviving are his wife, Arlene S.; a son, three sisters and a brother.



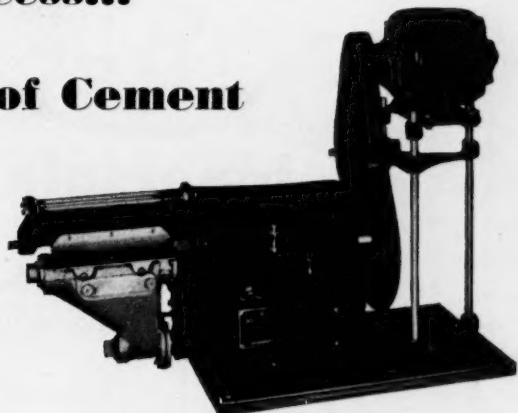
A Combination for Success...

The Right Machine

The Right Amount of Cement

Any cement to be successful must be applied right. Choose a B.M.W. Company cementing machine to do a specific job. We have it—or can make it for you . . . cementing machines for combining shoe cloth and upper stock, for applying reinforcements, for sole cementing and platform cementing.

To apply cement properly, call our representatives.



7" New York Cementer Shown
Supplied in 4", 7" and 10" sizes

BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A.

Dallas, Texas
Johnson City, N. Y.

Whitman, Mass.
Cincinnati, Ohio

Columbus, Ohio
Milwaukee, Wis.

Chicago, Ill.
St. Louis, Mo.

Kitchener, Ont.
Woodridge, N. J.
Los Angeles, Cal.

Person to Person

• **Lloyd D. Brace**, president and director of the First National Bank of Boston, has been elected to the board of directors of United Shoe Machinery Corp. He has also been appointed to United's Executive Committee succeeding Charles E. Spencer, Jr., who died Jan. 18, 1953. Brace is active in many other industries.

• Two former veteran E. P. Reed & Co. executives are now associated with Marshall, Meadows & Stewart, Inc. They are **Kenneth Blackwell**, assistant to Weir Stewart, Jr., who was superintendent at Reed for six years, and **Harry S. Taylor**, foreman of the Reed fitting room for 20 years, who now holds that post with the Auburn, N. Y., firm.

• **Eli Feldman** has been elected president of Tobin-Hamilton Shoe Co., St. Louis manufacturer of juvenile playshoes and slippers. Feldman was previously sales manager for Mon-

arch Youngsters Shoes, Inc. of Chicago. David Rose has been named vice president and executive superintendent.

• **Donald Atwood** has been appointed superintendent of the Craddock-Terry Shoe Corp. in Lynchburg, Va.

• **Joseph C. Buisson** has been appointed assistant vice president and style director of Bates Shoe Co. in Webster, Mass. Buisson has been associated with the firm since 1939 and has been active in sales in southern New England. The post is newly-created.

• **Frank Zahara** is no longer associated with American Maid Footwear, Inc. of Easthampton, Mass.

• **Jack Winslow** is now covering the New England territory for both Benz and Goniprow Kid Co.'s

• **John Conley** is new sales manager for Droukas Cut Sole Co. of Brockton. The company makes flexible innersoles, midsoles and taps.

• **Shain & Co.**, Boston shoe fabrics manufacturer, has announced the appointment of Joseph H. Kay to its sales staff. Kay will travel Massachu-



setts and New Hampshire. He was formerly associated with Lin-Rud Die Co. in the New England area and is the son of Oscar Kay of Morton Shoes, Inc.

• **Donald L. Griswold** will be transferred to the head office of Calco Chemical Division, American Cyanamid Co., at Bound Brook on July 1. He will be assistant to the manager of the Dyestuff Department.

• **Bernie Adler** has joined the sales staff of Cooney-Weiss Fabric Corp. He will travel the New England territory with the firm's line of shoe fabrics and supplies.

• **Regano Box Toe Co.** of Haverhill has announced the appointment of **Edward A. Vollorecht, Jr.**, as Chicago-Milwaukee sales representative and **Frank J. Horsky** of Montreal, Canada, as Canadian representative. The company manufactures soft box toes used for casual and leisure footwear.

• **Charles Saman** is now associated with Saman Footwear of Brooklyn as secretary and office manager. The firm makes California process footwear.

• **Ernest Ferriero**, stylist and shoe designer in the New York area, is now associated with Hi-Grade Footwear Corp. of Brooklyn.

• **Herman Schipio** is no longer fitting room foreman with Andrew Geller, Inc. **Barney Drell** has joined the firm as quality executive.

• **Abe Wasserman** has become a partner in Bambi Footwear of Brooklyn. He will also serve as secretary of the firm.

FLEXIBLE

innersole splits

MADE AT OUR MERCERSBURG TANNERY DIVISION

backed by the name that stands for higher quality

- Solid and firm tannage, but mellow enough to channel well.
- Uniform natural light color.
- Closely sanded flesh side.
- Consistently well-trimmed and uniform weight.
- Meets all chemical and physical requirements for making a comfortable and long-lasting shoe.

Loewengart AND COMPANY

Manufacturers of Gahna Leathers

LEATHER TRADING SLOWS AS HIDE PRICES FALL

Rawstock Situation, Slower Buying, Serve To Dampen New Activity

Tanners resist price pressure. Meantime, leather buyers mark time. Suedes wanted. Sheep does well. Patent wanted.

Sole Leather Slower

Not as much activity in Boston sole leather market this week. Price differences seem to be major factor. Softening of hide market has usual effect as buyers pull away from leather market or refuse to pay current prices. Tanners say they cannot afford reductions.

Price lists unchanged. Tannery run bends brings 52c and down for 10 irons and above. The No. 1's and 2's sell up to 54c. Those 9/10 irons find most interest at 56-58c. Mediums still at 60-63c. Light bends rather slow at 68-70c.

Sole Offal Same

Nothing new, say Boston sole leather offal tanners and dealers. However, many feel effect of hide market softening, say buyers attitude is stiffening. This is sudden turn from recent events during which bellies prices have climbed.

Bellies still listed at 25-27c with emphasis on lower end. Some tanners still ask 28c for cow bellies. Tanners in well sold-up position through May, have little leather for immediate delivery. Double rough shoulders

still 53c and down for tannery run heavyweights. Lights 56c and below. Single shoulders mixed in middle 40's. Heads listed at 16-17c, hind shanks at 17-19c, fore shanks at 15-17c.

Calf Slack

Calf tanners in Boston area say nothing much doing in the way of new business. The rawskin situation gives them little price leeway and buyers still look for lower prices before plunging into new commitments. As this is still early in season, both tanners and buyers can afford to wait a week or so.

Price lists unchanged. Men's weight smooth calf \$1.14 and below; interest at 95c and below. Women's weights at 98c and below; volume below 78c. Suede fair at 95c and down.

Sheep Active

The majority of Boston sheep leather tanners report active sales this week. Although the bulk of business still comes from South and Southwest cowboy boot makers, there is a livening interest from New England shoe factories. On the whole, volume is satisfactory.

Despite weakening domestic pickle skins market, new increases overseas

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	85-1.14	85-1.10	70-95	85-1.10
CALF (Women's)	80-98	80-95	60-85	80-1.03
CALF SUEDE	80-1.05	80-1.05	70-95	85-1.10
KID (Black Glazed)	75-90	75-90	70-1.05	75-90
KID SUEDE	80-96	80-96	70-95	80-96
PATENT (Extreme)	56-62	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	56-60	56-60	48-52	56-60
EXTREMES (Combination)	51-54	51-54	45-49	54-56
WORK ELK (Corrected)	38-44	38-44	38-42	38-46
SOLE (Light Bends)	65-68	65-68	65-70	68-72
BELLIES	25-26	25-26	22-24	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede)	31-36	31-36	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	15-17	15-17	18-22	18-20
WELTING (1/2 x 1/4)	8	7 1/4	12 1/2	8
LIGHT NATIVE COWS	18 1/2	19 1/2	16 1/2-17 1/2	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

Only leather
from the
finest hides
will bear the

TIOGA OAK

trademark

BENDS

SHOULDERS

BELLIES

CUT STOCK

Also

Specialty
Leathers
for Belting,
Textiles,
Hydraulics,
Packing and
Strap Leathers.

The Tioga Oak trademark
is your assurance of extra

quality leathers - -

long tanned to
fill your most

exacting
needs.



EBERLE
TANNING CO.

WESTFIELD, PENNA.

MOCCASIN COWHIDE

at its colorful best

Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!

SHOE SPLITS: Grain finished for mellow chrome uppers . . . Retan for soles . . .

GLOVE SPLITS: Complete price range . . . Quality always uniformly high.

Write for swatches today!

LOS ANGELES TANNING CO.

4101 Whiteside Street
Los Angeles 63, California

FOR POSITIVE
TACK DETECTION

ADRIAN
X-RAY
Shoe
Inspector



Visual fluoroscopic inspection—no fingertip searching to locate sharp tack points. Shows entire shoe interior, shank, staples at a glance.

Faster—one employee with Adrian X-Ray can do the work of two using other means. **Easy**—requires no training to operate with expert efficiency.

No Installation Problem—One self-contained unit on castors for easy location—uses ordinary 110 volt, A. C. current—only 30" x 30" floor space.

Class A, Cabinet Type Unit—Totally enclosed, totally protective. Built to American Standards Ass'n. Specs. **Guaranteed**—Sold outright or leased.

Full details on request



M. B. ADRIAN & SONS X-RAY CO.
352 E. WARD ST., MILWAUKEE, WIS.

keep finished leather prices level. Russets do best at 22c and below. Boot linings wanted at 26c, listed at 28c. Chrome linings active at 31-29c and down. Colored vegetable linings bring 27-28c for reds, greens and yellows; the staple colors stay at 26c.

Sides Fair

Side leather tanners in Boston area report comparatively quiet week, saleswise. Buyers have pulled away from market or resist current prices as hide market softens. Buyers would place good orders if they could get price cuts, they say.

Combination-tanned extremes 54-53c for HM weights. M weights 52c and below. Large spreads 45c and down. Vegetable-tanned extremes 54c and below. Work shoe retan 38-42c. Work shoe elk 39-43c.

Combination-tanned kip sides, HM weights, 53-60c and below. Not much interest at top figure. M weights a cent less.

Splits Moderate

Splits do not feel effect of market slowing but there is a slowdown from recent sales pace. A good deal of suede splits continues to move as do linings but the zest is gone, at least temporarily.

Prices unchanged. Heavyweight suede splits 38-42c for black and colors. Lightweight suede splits 32-36c for black, up to 38c for colors. Linings do best at 18-22c. Gusssets fair at 15-17c.

Innersole splits active enough at 24-29 for 3 1/2 oz. skins. Heavyweights still 33-38c. Lightweight naturals 18-23c; heavyweights 29-34c.

Kid Fair

Kid leather tanners of Philadelphia find that business is quite fair. Black glazed moving up although it has not caught up to suede in popularity.

Blue is the only color most tanners in Philadelphia report brings interest. Nothing at all develops around any other shade.

Linings quite active in black and light colors. Slipper slow but definitely not dead. Crushed described by tanners here and there as fairly active but most are doing little with it.

Satin mats considered dead at the present time.

Prices still as quoted for the past several weeks, but individual tanners trying to get increases on many of the grades now falling within the minimum and maximum prices quoted. They feel they had been receiving "depressed prices" and now that there is increased demand for

leathers, they feel that they should get a fair price increase.

Average Prices Quoted

Suede 32c-96c
Slipper 25c-60c
Glazed 25c-\$1.00
Crushed 35c-75c
Linings 25c-55c
Satin Mats 69c-\$1.20

Sole Leathers

Sole leather tanners of Philadelphia report activity remains quite strong in factory bends. There are no special shortages and everything is moving along well, at unchanged prices. Most report findings as quite slow—some as "fair."

Belting Active

Belting leather tanners of Philadelphia say business still quite active. There is demand for every weight in prices, which remain firm, according to the rough leather tanners. Shoulders also in good demand.

Curried shoulders sell, but otherwise curriers are not keeping up to the level of business of the past few weeks. A definite drop in business this past week. The textile industry has slowed down and this may be a reason for the drop in activity.

Prices are as quoted the past few weeks, but there seems to be no more talk about increases.

AVERAGE CURRIED LEATHER PRICES

	Best Select	No. 2	No. 3
Curried Belting	1.30-1.35	1.25-1.31	1.13-1.27
Butt Bands	1.61-1.64	1.51-1.55	1.39-1.45
Centers 12"	1.56-1.58	1.49-1.52	1.40-1.53
Centers 24"-28"	1.47-1.52	1.41-1.47	1.31-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: Ex Light, plus 5c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

Glove Leathers Slower

A definite slowing up of leather business in Fulton County. Most of the large glove buyers have yet to place fall orders. Spring business about cleaned up.

Some business in men's weight leathers. Domestic grey suedes quoted as high as 38c. However, 36c is about as high as the glove manufacturer will go. Garment suedes quoted at 38c and 36c for water repellent tanning. Some good sized orders placed at these prices.

Iranian grains quoted at 26c, 21c and 18c. Some sales made at 25c for the tops. Horsehides bringing from 36c to 40c for a cuttable grade. Asking prices for deerskins from 42c to 50c depending on the selection. Pigskins and cabrettas neglected.

Garment Wanted

Some additional business in horsehide garment leather this week. According to some source, it has been difficult to satisfy the demand for im-

mediate delivery because many producers are well sold up through next month.

In one quarter, it was stated that some sales were made for delivery in May while another seller booked some business as far ahead as early June.

A lot of leather previously booked at 40c and down is now being delivered and, as previously reported, there has been some business in top grade at 42c. Prices seem to be holding firmly around these levels.

Sheepskin garment leather moving well at 32c and down for suede and 30c and down for grain type while average volume basis has continued around 27-28c.

Work Glove Steady

Market for work glove leather holding steady during the past few days. Some business done here and there with prices maintained at recently quoted levels. Substantial quantities of splits are being delivered on business previously booked and most producers continue to be quite busy filling orders on their books.

Work glove splits of LM weight quoted unchanged at 14c-15c for No. 1 grade, 13c-14c for No. 2 grade, and 12c-13c for No. 3 grade. M weight continues quotable at 16c-17c for No. 1 grade, 15c-16c for No. 2 grade and 14c-15c for No. 3 grade.

Bag, Case & Strap Mixed

Some buying of leather by manufacturers working on orders for spring and summer reported here and there. A better call for various colors such as reds and blues as well as black in addition to a fairly steady demand for russet.

Case leather unchanged at 46c-48c for 2/3 ounce, 48c-50c for 3/4c ounce and 50c-52c for 4/5 ounce. Grade A russet strap leather quoted up to 56c for 4/5 ounce, 58c for 5/6 ounce, 60c for 6/7 ounce, 62c for 7/8 ounce, 64c for 8/9 ounce, 67c for 9/10 ounce and 70c for 10/11 ounce. Grade B listed 3c under Grade A and Grade C an additional 6c less.

Colors bring premiums of 2c and glazed 3c above prices for russet finish.

Tanning Oils Firm

Tanning Oils quotations very firm. In the market, vegetable oils showed some additional strength, as well as fish oils in which there appeared to be somewhat of a shortage. Tallow and greases also strengthened, due in part to export interest. Tanning ma-

terials market on the dull side. Sporadic buying. Extracts unchanged.

Raw Tanning Materials

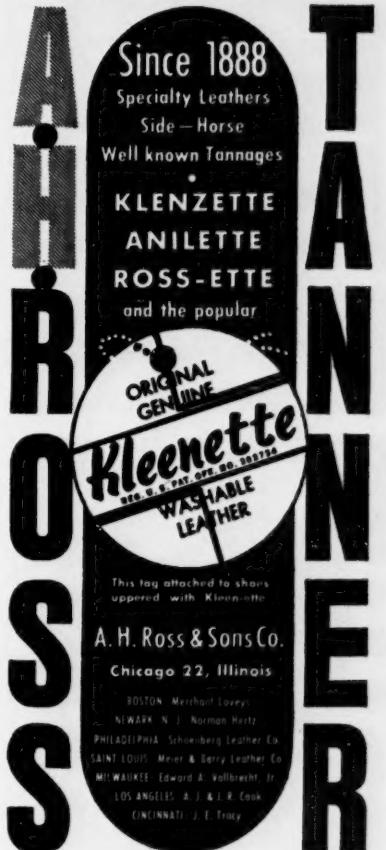
Divi Divi, Dom., 48% basis shpt. bag	\$73.00-75.00
Wattle bark, ton	"Fair Average" \$104.00
	"Merchandise" \$100.00
Sumac, 28% leaf	\$115.00
Ground	\$115.00
Myrobalans, J. I's Bombay	\$46.00
Sorted	\$48.50
Genuine	\$53.50
Crushed 40%	\$63.00
Valonia Cups, 30-32% guaranteed	\$65.50
Valonia Beards, 42% guaranteed	\$88.00
Mangrove Bark, 30% So. Am.	\$59.00
Mangrove Bark, 38% E. African	\$79.00-80.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	4.25
Tank cars	5.10
Barrels, c.l.	5.42
Barrels, l.c.l.	
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbls. c.l.	.06%
Oak bark extract, 25% tannin, lb. bbls. 6½-6½ tks.	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l. (plus duty)	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid. c.l. (plus duty) East African	.10%
Wattle extract, solid, c.l. (plus duty) South African	.11%
Powdered super spruce, bags, c.l. .05%; l.c.l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin (plus duty)	.07%
Myrobalan extract, powdered, 60% tannin (plus duty)	.10
Valonia extract, powdered, 63% tannin (plus duty)	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.18%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	
Larchbark, Swedish, solid, 54-56%	.11%
Larchbark powdered, Swedish spray dried, 58-60%	.12%

Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	13-.13%
Cod, sulphonated, 25% added mineral	.12
Cod, sulphonated, 50% added mineral	.10%
Castor oil, No. 1 C.P. drs. l.c.l.	.28%
Sulphonated castor oil, 75%	.26
Linseed oil, tks., f.o.b. Minn.	.152
drums	.167
Neatsfoot, 20° C.T.	.32
Neatsfoot, 30° C.T.	.30
Neatsfoot, prime drums, c.l.	.16
l.c.l.	.18
Neatsfoot, sulphonated, 75%	.16%-.17%
Olive, denatured, drs. gal.	2.05
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamoli Moellon, 25% moisture	.11-.12
Common degras	.18-.20
Neutral degras	.30-.31
Sulphonated Tallow, 75%	.11-.12
Sulphonated Tallow, 50%	.07-.08
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 150 seconds visc. Tks., f.o.b.	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14





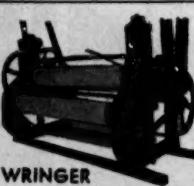
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HIDE MARKET WEAKENS UNDER TANNERS' PRICE PRESSURE

General Declines Reported of 1c-1½c Although Volume Is Up

Packer Hides Weaken

Weakness developed in the big packer hide market followed by declines in prices amounting to 1c and even 1½c from top prices prevailing a week earlier, on some selections. Considerable price resistance from tanners and a downward trend in the hide futures market enabled traders to resell some of their holdings to consuming outlets. The resale business done by traders has helped to fill part of the demand and tanners in many instances were able to purchase from them better quality earlier takeoff hides than the packers could offer.

Large midwestern independent packers quick to sense the change in the market and on several occasions first to sell and establish a lower price basis for certain selections of big packer hides such as heavy native and branded steers as well as branded cows.

By mid-week, some buying support from large sole as well as upper leather tanners had appeared for most types of big packer hides and the big four producers were able to sell a large volume of hides. Tuesday's

business estimated at close to 75,000 hides was larger for the one day alone than the totals of big packer sales in each of the two preceding weeks. In both periods, packers able to sell only around 60,000 hides for each week and supplies beginning to accumulate here and there. A good part of the carry-over supplies were sold this week.

Following sales at 13½c for Chicago-River points and 14c for St. Paul late last week, big packer heavy native steers this week sold down to same points. Heavy native cows similarly affected, declining to 15½c for St. Paul and to 15c for other.

Independents Move

Most of the large midwestern independent packers have been selling freely at the declining prices. Movement of heavy native steers by several of these producers has been a feature as quantities sold were substantial. Several of these packers took the initiative in selling at lower prices and set the pattern for big four packer trading.

Considerable activity in Pacific

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Mar. 19	Close Mar. 12	High For Week	Low For Week	Net Change
April	17.55T	17.90T	17.98	17.03	-35
July	16.35B	16.35T	16.63	16.01	-20
October	15.85B	15.86B	16.00	15.55	-01
January	15.45B	15.50B	15.48	15.37	-05
April	15.48B	15.15B	+33
July	15.92B	14.85B	14.95	14.75	+107
Total Sales: 343 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	12½-13	14	-14½	13½	12½
Light native steers	18	-18½	19	-19½	19½
Ex. light native steers	21N	22	22	18½-19	34
Heavy native cows	14½-15½	15½-16½	15	-15½	14½-15½
Light native cows	18	19½	19	16½-17½	31
Heavy Texas steers	11½	12½	12	11½	25
Brands branded steers	11	12	11½	11½	25
Light Texas steers	16	17	17	15	29½
Ex. light Texas steers	19N	20	20	17	32
Colorado steers	10½	11½	11	10½	24½
Branded cows	13	-13½	14	-14½	28½-29
Native bulls	11	11½	11	-11½	20
Branded bulls	10	10½	10	-10½	19
Packer calfskins	49½-57½	49½-57½	47½-57½	25	35
Packer kipskins	31	-37½	32½-40	-37½	50

Coast hides consisting of branded steers at $11\frac{1}{2}$ c butts, 11c Colorados and steers and cows at $11\frac{1}{2}$ c butts, 11c Colorados, 13c cows, 14c for light steers and 15c for ex. lights.

One packer sold March production of Salt Lake City hides estimated at 1,200 cows at 13c and 1,500 steers at $11\frac{1}{2}$ c and 11c. Later trading in midwestern productions at 11c for butts, $10\frac{1}{2}$ c Colorados and 13c for branded cows.

Small Packers Slower

Only a few scattered sales reported here and there, prices declining about a cent to as much as $1\frac{1}{2}$ c on certain average weights.

Some choice 50-52 lb. avg. small packer hides sold a cent off down to $15\frac{1}{2}$ c selected fob. and ordinary productions went as low as 15c, including dealer accumulations. More hides were offered at these prices this week but sellers found many tanners inclined to back away and name lower ideas such as $14-14\frac{1}{2}$ c.

Small packer hides averaging around 60-62 lbs. reported around 14c but tanners' ideas were said to be around $12\frac{1}{2}$ c-13c. Some heavy western small packer branded hides available at 10c and bids of $9\frac{1}{2}$ c were solicited this week. For this reason, small packer bulls looked rather topy at last reported trading basis of 10c selected fob.

Country Hides Lower

A few sales of country hides made at lower prices involving good locker-butcher hides at 13c, mixed lots at $12\frac{1}{2}$ c and renderers at 12c flat trimmed fob. shipping points. More hides of similar description averaging around 50 lbs. available at the same prices and at mid-week there were intimations that some sellers would consider firm bids at a half cent less.

Buyers slow to make definite commitments although one bid of $11\frac{3}{4}$ c declined at midweek for a good mixed lot for which seller wanted at least 12c. On other mixed lots containing liberal percentages of renderers, some buyers were reluctant to pay over $11\frac{1}{2}$ c.

Glue hides range 10-10 $\frac{1}{2}$ c fob. Country bulls nominal around $7\frac{1}{2}$ c Chicago.

Calf & Kip Hold

Some trading in kipskins developed this week, one big packer selling Jan.-Feb. production totaling about 4,300 kip and overweights at $37\frac{1}{2}$ c- $32\frac{1}{2}$ c for northerns and 36c and 31c for southwesterns. Previously, 2,500 Fort Worth overweights sold at 31c while St. Louis-Kansas City kip offered at 40c had no takers.

Last big packer trading in calfskins on the basis of $57\frac{1}{2}$ c for St. Paul heavy and $55-49\frac{1}{2}$ c for river and smaller plant heavy and light calf respectively. Packers very slow to put out new offerings of calfskins and tanners have not been very anxious to bid firm prices in the absence of available supplies. Good small packer allweight calfskins have brought as high as 50c- $50\frac{1}{2}$ c while kip have sold at 30c- $32\frac{1}{2}$ c.

Country calf holding around $21\frac{1}{2}$ c- $22\frac{1}{2}$ c and kip at 19-20c for carload lots. Big packer slunks well sold up and ahead into production at \$2.10 for regulars. Large hairless slunks are quoted at 90c.

Horsehides Weaker

Possibly influenced by weakness in beef hides, this market has lost some of its recent strength and last trading prices now considered rather topy. Good untrimmed northern slaughterer whole hides sold in a range of \$9.75-10.00 fob. shipping points and trimmed lots at \$9.00-9.25 fob.

Cut stock has held about unchanged following last reported sales of good northern fronts in the range of \$6.50-7.00 and 22" up butts at \$3.25-3.50. Additional supplies obtainable at the top prices.

Dry Sheepskins Restricted

Selling quarters state interest is restricted and then only for certain descriptions, unobtainable at prices buyers are willing to pay.

Latest reports from Chile say England taking Punta Arenas frigorifico lambs at 43 pence per lb., fob. and also some shearlings at an equivalent of 47c per lb. c&f. New York. Local buyers, who would like to get these skins find those prices out of line.

There were no Melbourne wool sheep auctions again last week while at Sydney, 35,000 skins were offered with lambs, bare to one inch sheep, par to two pence dearer; sheep, 56s and up, one to two inch, firm, all other descriptions two to three pence lower.

Some spot lots of $\frac{1}{2}$ -1 inch frigorifico shearlings, not mouton assortment, sold at \$2.10 per skin. Orders for Montevideo shearlings $\frac{1}{4}\frac{1}{2}$ inch, but not many offers as Europe taking skins at around \$1.60 per skin.

Hair sheep markets slow and nominal. Interest for Brazil cabrettas but offers either lacking or else held at prices above the views of buyers here. Selling quarters claim they could move skins at \$11.75 c&f. for standard lots of regulars but have difficulty in locating offers at that figure.

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Cape glovers continue out of reach of buyers here with England an active buyer at origin. Other varieties slow and nominal.

Pickled Skins Strong

Market continues strong with reports that spot lots of Iranian sheepskins sold at \$14.00 per dozen with more available at this figure. The New Zealand market is also quite strong and latest sales of North Island lambs at from 98-100 shillings, depending upon brands.

"Wallacetown" lambs sold on tender at 100 shillings 7 pence and the sheep at 116 shillings 3 pence. Some "CFM" sheep sold at 100 shillings. Not many offerings at the present time.

Domestic market still easy due to poor quality.

Reptiles Lag

Buyers not very aggressive except for lizards which continue strong and

advancing. Brazil back cut tejus moving freely at 83-85c fob. for good assortments and poorer lots at reductions. Some 25 centimeters and up chameleons sold at 22c but while regular assortment held at 18c, buyers' ideas not over 16c, last trading basis.

Gibbaos slow and nominal around 48c fob. Wet salted Colombian iguanas offered with 8-10 inches at 31c and 10 inches and up at 36c.

India market firm with reports that wet salted Agra back cut lizards sold at slightly over 33c for 9 inches up, averaging 10 inches and around 28c for 8 inches up, averaging 9 inches, 80/20 selection. Most sellers ask 35c and 30c respectively, now. Some 10 inches up, averaging 11 inches sold around 41c.

Madras bark tanned whips slow and while there was a report that some 4 inches up, averaging 4½ inches, 70/30 selection, sold at 60c, most buyers' ideas around 58c and

sellers ask from 64c up. Calcutta bark tanned whips, same sizes and assortment, held at 60c and U.P. whips, 60/40, at 62c, which prices are too high and no business.

Buyers have reduced their ideas to \$1.65 for Malayan ring lizards now that sellers are offering at \$1.75 for 25 centimeters and up, averaging 30 centimeters, 50/50 assortment.

Deerskins Weaker

Weaker tone to the market and while not many offers of Brazil "jacks," buyers here are out of the market. Dealers taking a few with latest bids down to 55c fob., basis importers.

New Zealand market also easier with sales at 81c cif., but buyers now talking 2c less. Not many offers at the present time. Siam market firm, probably due to buying by Japan as local buyers will not meet asking prices.

Pigskins Unsettled

Last confirmed sales Manaos grey peccaries around \$2.30, basis manufacturers, Peruvians at \$2.25, basis manufacturers, Bolivian and Ecuadorean at \$1.80-\$1.85, basis manufacturers, but higher levels now asked.

Few offerings lately of wet salted caprivaras and dry Chaco carpinchos, market said strong. Some offerings of Argentine jabelies but asking price too high for buyers here.

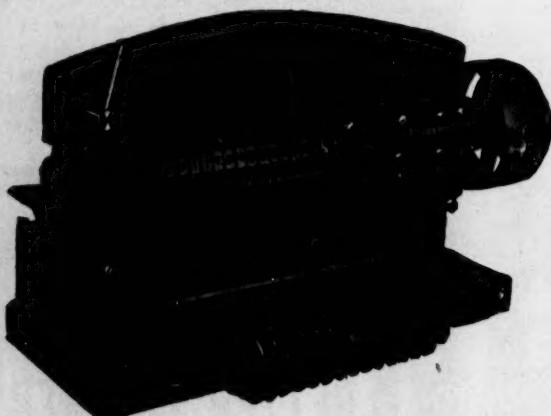
Sheep Pelts Steady

Market for shearlings and clips has held steady following late sales by big packers at \$2.90-3.00 for clips and at \$2.50 for No. 1 shearlings. Some business in No. 2's up to \$1.70 and No. 3's at \$1.10. Reported that some west coast lots of choice quality suitable for mouton tanner purposes brought from \$3.10 to \$3.25 for clips and from \$2.50 to as high as \$3.00 for No. 1's.

Although large midwestern packer March wool pelts quoted around \$4.60-4.70, the market eased and one smaller outside packer sold a car of March production pelts from 103 lb. avg. lambs at \$4.45 per cwt. liveweight basis. Also, a small lot of midwest packer choice spring lamb pelts sold at \$2.25 per cwt. liveweight basis.

Full wool dry pelts quoted at 28c delivered, last paid. Another car of current production pickled skins sold at \$12.75 per dozen flat for sheep and lambs.

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NEWS QUICKS

About people and happenings coast to coast

Maryland

• The tannery located near Williamsport and operated under the name of **W. D. Byron & Sons of Maryland, Inc.**, since 1933, has recently resumed its original name, **W. D. Byron & Sons, Inc.**, the name under which it first began operating in 1897. One of the few privately owned and family operated businesses, the firm has had close to 150 years of continuous operation.

Pennsylvania

• The Central Pennsylvania Shoe & Leather Association announces the following committees for the year: **D. H. Kreider** of W. L. Kreider & Sons, general chairman; **Robert Devine**, manufacturers' agent, and **William Cunningham** of Northwestern Leather Co., co-chairmen on golf; **Chase Kepner** of Amdur Leather Co., **Charles Gingrich** of Krieder, and **Fritz Staub** of Cannon Shoe Co., co-chairmen on non-golf

and entertainment; **W. Y. Alleman** of Hanover Shoe Co., chairman of prizes; and **A. C. Mudge** of Hanover Shoe Co., chairman of food.

• Employees of **United Shoe Machinery Corp.**'s Johnson City office have voted to strike unless the company settles terms of a new contract by April 1. Close to 70 employees in the area would be affected.

Tennessee

• **PeKay Leather Products Corp.**, Knoxville sandals manufacturer, has opened a new plant of approximately 15,000 square feet in Bearden at a cost of \$75,000. Close to 200 workers will be employed at peak periods with capacity at 250,000 pairs annually. The new plant replaces the Western Ave. plant in Knoxville. The company's wholesale division remains at Western Ave.

Maine

• **Federal Shoe, Inc.**, of Lewiston

will liquidate after its current run, it is reported. Company officials estimate this to be around April 15. The firm makes women's and misses' shoes.

• **Minot Wood Heel Co.** of Auburn has purchased the Winter Scientific Institutions Bldg. in Auburn for a reported \$120,000. The company has been using the building.

Washington

• **The Pacific Northwest Shoe Travelers** has scheduled its Fall Shoe Fair for May 10-12 in Seattle at the Olympic, Washington and Moore Hotels. President of the group is Earl McDonough of the Winthrop Shoe Division of International Shoe Co.

Wisconsin

• **Fred Rueping Leather Co.** of Fond du Lac is introducing two new lines of leather. One is called Nakoma, a chrome elk tannage in sides, and the other is Mellow-Tan, soft combination tannage on extremes.

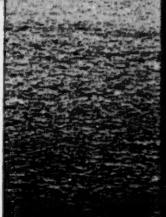
• **Lakeland Leather Co.** has been formed in Green Bay with a capital stock of 1,000 shares of common no par value. Incorporators are Paul H.

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• **Weyenberg Shoe Mfg. Co.** reports net sales of \$16,745,703 and net profit after taxes of \$766,228 for the year ended Dec. 31, 1952. This compares with net sales of \$16,654,960 and net earnings of \$700,097 in the previous year.

Texas

• Meeting of creditors of **Saul J. Cohen**, retail chain operating as **Cheney's** and **Cinderella Shop** with headquarters in Fort Worth, has been called for March 16 to consider Chapter XI plan of arrangement. Debtor has offered 35 percent in cash to unsecured creditors. Schedules list liabilities of \$180,478 and assets of \$192,997 with \$72,250 claimed exempt. Unsecured claims amount to \$130,528.

Missouri

• **Quality Baby Shoe Co.** has been formed by Hadley Graven and Henry Epperson in Mountain Grove. The firm will make soft-soled baby shoes.

• **Cape Girardeau Leather Mfg. Co.** has leased larger quarters in Cape Girardeau. New quarters will provide 12,500 square feet of floor space, according to Ralph Edwards, president, who said the expansion will open work for 100 workers by June 1 and 120 workers by July 1. The firm makes leather jackets and coats.

• Explosion at the plant of Colum-

bia of St. Louis, Inc., shoe materials plant, caused an estimated \$550 in damages, it is reported.

• **Johnson-Stevens & Shinkle Shoe Co.** of St. Louis has declared dividend of 10 cents a common share, payable April 1, to record stockholders of March 24.

New Hampshire

• Machinery, supplies, factory and office equipment of **All Time Footwear Mfg. Co.**, Manchester shoe manufacturer, will be liquidated at public auction Friday, March 27, at 10:00 a.m., on the premises. Auctioneer is Aaron Krock.

• **Miller-Hermer, Inc.**, Dover shoe manufacturer, has announced a wage increase of five cents per hour for its 475 employees, effective immediately. The increase will add some \$65,000 to the company's annual payroll.

Illinois

• **Crawford Shoe Co.** of Mattoon has started work on its new plant located on Route 45 south of the city. The new building will increase the firm's production capacity to 2,500 pairs of baby shoes per day. Building is expected to be ready for occupancy by early July.

Colorado

• The **Mountain States Shoe Travelers Association** will hold its Denver Fall Showing May 31-June 2 at the Albany Hotel in Denver, according to L. J. McCarthy of Dunn & McCarthy,

Inc., president of the group. Close to 60 shoe firm representatives are expected to show at the event.

California

• **Early American Shoe Co.** of Ontario has increased output of its Softee hand-laced moccasins to accommodate the influx of new orders. Cliff Walls is principal.

Massachusetts

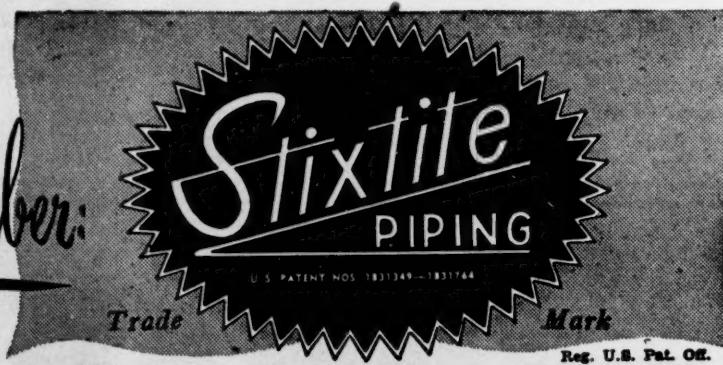
• Involuntary petition in bankruptcy has been filed against **Fenway Shoe Corp.**, Boston, it is reported. The firm's assets were sold recently at auction by assignee Frank H. Shapiro of Boston for a reported \$4,200 for benefit of creditors. Petitioners claim this was an act of bankruptcy.

• **Mutual Shoe Co.** of Marlboro has appointed Silton Bros., Inc., as advertising and merchandising counsel for its Flairettes division in Lowell. The Flairettes line will consist of soft-toed flats. Silton will continue to direct advertising for the Foot Flairs division of Mutual in Marlboro.

• Fire and explosion caused heavy damage to the plant of **Essex Wood Heel Co.** in Haverhill. Production has been halted. None of the firm's 35 workers were injured.

• Estate of **Mrs. Adra L. Day**, late owner of **Ideal Baby Shoe Co., Inc.**, of Danvers, has been revealed at \$490,000 in Essex Probate Court. Mrs. Day was one of the nation's first women industrialists.

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**UNITED SHOE MACHINERY
CORPORATION
BOSTON, MASSACHUSETTS**

• **Fiestas Shoes, Inc.**, Boston, and its president, Edgar L. Lecuyer, have been ordered by the Labor Department to pay \$1,949 in damages for violating the Walsh-Healey Public Contracts Act. Examiner E. West Parkinson found that the company used child labor and failed to pay proper overtime.

• A second meeting of the **Shoe Workers Association** of Milford and a group reported interested in taking over **Derman Shoe Co.** in Milford has been cancelled, it is reported. Morgan Flaherty, union president, said the group advised him a later meeting would be held. Meantime, operations have ceased at the plant which has been attached by union trustees.

New York

• **Joslyn Shoes, Inc.**, New York shoe wholesaler, is reported to have taken over the Crescent Shoe Co. line and will use its own name as well as the name of Crescent Shoe Co. Division.

• General creditors of **Sporting Shoe Co., Inc.**, New York City children's shoe manufacturer, will receive nothing on their claims according to a

Supreme Court order. The firm was assigned on Dec. 14, 1950.

• **Rubinate Leather Co.** of 171 William St. in New York City has been named New York sales representative for **Witch City Tanning Co.**, Salem, Mass., tanner of lining splits.

• A bargaining agent election has been scheduled for April 3 at the Reading, Pa., plant of **Endicott-Johnson Shoe Co.** by the National Labor Relations Board. The employees will be asked to vote on representation by the Retail Clerks International Association, AFL.

• Sales of **Hooker Electrochemical Co.**, Niagara Falls, are expected to remain at the 1951-1952 level, according to J. H. Babcock, vice president. He added the company will not feel the real effect of its expansion program this year. Sales for 1952 totaled \$36,523,517 with earnings of \$3,030,694 against sales of \$39,687,588 and earnings of \$3,577,232 in 1951. Babcock said the company has its eye "on a \$100 million sales potential."

• **London Character Shoe Corp.** reports that for the first time in 54 years, its shoes will be made available

at outside stores. The full line will be sold at Browning King's men's shops in New York, Brooklyn and Newark. Operation of London Character shoe shops remains unaffected.

• Tools of the modern analytical chemist developed to solve the many complicated problems in research, development and production will be illustrated by Dr. George L. Royer, director of Analytical Chemistry, Calco Chemical Division, **American Cyanamid Co.**, at the 1953 Student Award Meeting of the New York Chapter of the American Institute of Chemists. Meeting will be held March 26 in the Cafeteria of Union Carbide & Carbon Corp.

Illinois

• **Union Special Machine Co.** of Chicago reports it will display several of its shoe machines at the forthcoming Factory Management Conference April 26-28 at the Netherland Plaza Hotel in Cincinnati.

Canada

• **Country Lane Shoe Corporation Ltd.** has been incorporated by federal letters patent issued in Ottawa, with the head office to be in Quebec. Incorporators are Harry H. Gibaut, Charles D. Johnston, Rene Letourneau, and Louis Pratte, all of Quebec.

• Canadian department store sales of women's, misses' and children's shoes increased 7% in dollar volume during the 12 months of 1952 compared with 1951 but men's and boys' shoe sales advanced only 3.5% in this period.

• The annual national convention of the **Canadian Retail Federation** will be held this year at the Seigniory Club, Quebec, on May 11-12.

• **Demand for leather** by Canadian manufacturers is reportedly higher now than seasonal trend and prices of hides are increasing, with the biggest demand being for lighter hides where prices have increased lately from 1c to 1½c. a lb.

• The Canadian Government reports estimated investments for capital, repair and maintenance expenditures by manufacturers of leather products during 1953 are down to \$4.4 million compared with \$4.7 million during 1952. Investments on construction in this industry are put at \$1.2 million in 1953 compared with \$1.2 million in 1952 and on machinery and equipment at \$3.2 million against \$3.5 million.

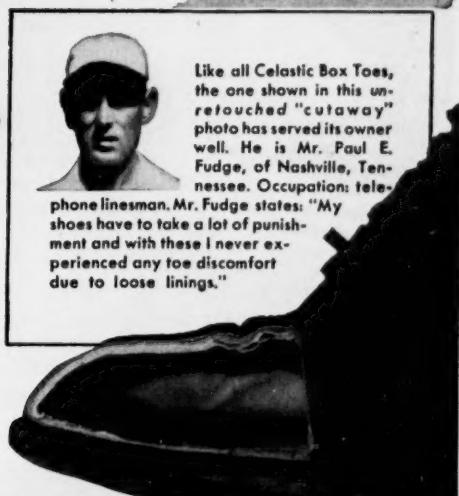




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Like all Celastic Box Toes, the one shown in this un-retouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



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Maratan is used to supply up to a 25 or 30 degree of tannage. Higher tannages are obtained by using vegetable tans in conjunction with Maratan. The suggested percentages of tannin to be supplied by Maratan and by vegetable tans for various types of leather are given below (based on supplying a 25 degree of tannage with Maratan):

Type of Leather	Degree Tannage Desired	Percent Tannin To Supply With Maratan	Percent Tannin To Supply With Vegetable Tan
Pat-Liquored Chrome Ratum	15 to 25	75 to 100	0 to 30
Stripped Chrome Ratum	35 to 50	50 to 75	30 to 50
Flexible Vegetable Splits	50	50	30
Sole	80	30	70



MARATHON CORPORATION
 CHEMICAL DIVISION
 ROTHSCHILD • WISCONSIN

LEATHER and SHOES

SHOE CONSTRUCTIONS

(Continued from Page 12)

Following is a list of the basic influences constantly at work:

1. Fashion trends
2. Social trends or living habits
3. Manufacturing costs
4. Retail prices
5. Materials
6. Retail preferences
7. Machinery
8. Utility values
9. Quality
10. New inventions
11. Shoe components

Briefly, let's illustrate how each of these plays its important role in determining the course and destiny of any shoe construction.

Fashion trends. A switch from oxfords, to light sandals or pumps in women's obviously carries with it a switch from welt types to cements. A shift from dressy clothing to casual clothing swings the pendulum in favor of casual footwear, and hence to California. Style changes in clothing are quickly followed by style changes in footwear—carrying with it the types of constructions best adapted to such changes.

Social trends or living habits. A movement toward casual and outdoor living, toward more and longer vacations or resort activities, as has happened since the end of the war, bears strong influence on adaptable types of footwear. Hence the rapid rise of casual and play shoes, today comprising a large proportion of our output. Again, the influence of suburban living, of more indoor living (by virtue of TV), as is happening, is associated with a rising trend: indoor footwear. Shoe constructions are consequently adapted accordingly.

Manufacturing costs. A powerful influence. The necessity of holding a line of shoes within a given price range, as against a flood of rising costs, requires a shift to other, less costly constructions which deliver satisfactory performance. For instance, a shift from a Goodyear Welt to a Bonwelt. The rising cost of labor may be offset by utilizing processes requiring less labor. Competitive forces play a potent role.

Retail prices. This follows the course, pretty much, of manufacturing costs. Retailers may turn to other constructions which provide suitable shoes in a retailer's established price range.

Materials. New materials such as

plastics, or new types of fabrics (or yet to be introduced materials) can influence constructions. Such materials can be more adaptable to one type of construction than to another—or a new material may permit a construction previously impractical. If such materials appeal to consumers and retailers, the suitable construction automatically falls into line. The rise of men's rubber sole-canvas upper footwear in the past two years calls largely for flat-lasted shoes. Thus the influence of materials.

Retail preferences. A good example is the slip-lasted shoe, whereby the retailer is able to carry an inventory of fewer sizes to fit more feet, due to the open toe and heel of such shoes. Hence an appeal is created for more California.

Machinery. Machinery always follows, rather than leads, a demand for a certain construction. However, the construction can get nowhere without proper machinery. During World War II there was rising demand for slip-lasted shoes, but it wasn't until the introduction of the Side Lasting Machine, Model B, that this construction was given a real start.

Utility values. Today, for instance, there is less emphasis on long wear of footwear, more stress on fashion and fit and comfort. Thus less emphasis on "sturdy" constructions in favor of constructions providing light weight and flexibility while delivering a satisfactory performance. Another example: a men's or children's shoe, because it performs under certain conditions, requires an extension sole. Hence the appeal of welts and stitchdowns in these types.

Quality. A basic standard of quality or performance is required of all shoes. A newer construction delivering this performance and quality at lower cost gets the nod. For example, cements over McKays.

New Inventions. Obviously, always a possibility. Slip-lasted shoes came into the picture in 1943-44, and eight years later accounted for nearly 18 percent of the total market. In 25 years the cement shoe rose to account for 30 percent of the total.

Shoe components. For example, the popularity of full Louis heels required the go-with cement shoe; the popularity of wedge heels gave a boost to California to which they were best adapted. Platforms and their popularity fell in favor of slip-lasted shoes.

These are the major forces, always active, always in a state of flux, that

bear powerful influence on the trend in popularity of shoe constructions. By following the movement of these forces—their prospective direction or trends—it becomes possible to envision with fair accuracy trends in forthcoming years. For instance, to project these influences over the next 10 years.

In consulting with a wide variety of authorities who are constantly working closely with shoe constructions, the consensus of outlook shapes up like this.

First, these qualified opinions were unanimous in the belief that the trend

in shoe constructions is definitely toward cement types. Twenty-five years ago about one percent of all shoes were made on cement processes; 15 years ago cements accounted for 22 percent; 10 years ago the figure was about 28 percent; today it is nearly 50 percent. The consensus is that by 1960, cements will account for between 65 and 75 percent of all shoes. By "cements" is meant chiefly Compo and California types, and with some variations of these but still belonging to the cement category.

Turns, McKays and wood or metal fastened types, today accounting for



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3

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THAT SAVE PENNIES**

**INNERSOLES
PLATFORMS
WEDGIES**

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about five percent of the total, are expected to fade out almost completely by 1960.

Stitchdowns, the large majority made for children today, have held their position fairly well over the past 25 years. However, the qualified consensus is that some important changes are due here, and for several specific reasons.

The trend in juvenile footwear has been definitely toward lighter, dressier, more flexible types. To make a good stitchdown requires a good outsole and other components of good quality. This ups costs. Other constructions hold promise of delivering the same quality at lower cost. Other constructions also hold promise of giving lighter weight and appearance, more flexibility, smarter fashion as is being demanded.

Thus, a gradual swing away from juvenile stitchdowns will be due to (1) lower cost of other constructions delivering equal or better quality; (2) demand for more "finished" quality appearance or fashion features in juvenile footwear, to which other constructions may be better suited; (3) lighter, more flexible juvenile footwear (as a foot health factor in growing feet), which can be served better by other constructions.

. Welts Controversial

But welts remain as the "controversial" construction over the years ahead; controversial as regards the destiny of the welted types. The welt must buck two positive trends: (1) the constant movement toward lighter, more flexible types; (2) the inevitable and eternal movement toward lower cost shoes.

These two factors alone comprise the big challenge to high-cost, "heavy" welts. For example, the intensifying trend toward lighter, opened-up shoes for women has virtually sealed the doom of women's welts except for a few specialized types such as walking oxfords, etc. The currently intensifying movement toward dressier, lighter types in the juvenile field, particularly children's and misses', falls in favor of construction other than welts.

An intensifying evolution is believed to be in the making in the men's footwear field. With the steady rise of all costs—materials, supplies, labor, taxes, etc.—men's shoe prices have reached major proportions where the purchase of the "second pair" meets resistance.

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(Other Want Ads on Page 46)

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(Other Want Ads on Page 45)

SHOE CONSTRUCTIONS

(Concluded from Page 44)

Now, all these facts are apparently supported by unbiased figures. For example, over the past 30 years per capita consumption of men's shoes (the large majority always welts) has hovered around a static two pairs annually. In the past five years—a period of rapid price rises—consumption of dress types for men has reached an almost all-time low of about 1.35 pairs. High cost per pair, discouraging purchase of extra pairs, has no doubt played an important role in this decline.

The same static conditions have applied in the boys' and youths' field—again dominantly welt type shoes. For the first 25 of the last 30 years, per capita consumption here averaged around 1.60 pairs. But for the past five years, again with the higher post-war prices, consumption has sunk to about 1.30 pairs.

Conversely, in the dominantly non-welt fields such as women's shoes for the same period there has been a steady rise from three pairs to a current 3.70 pairs. In misses' and children's there has been a phenomenal rise from under three pairs to a current 4.65 pairs.

Is Welt Doomed?

Is the welt doomed? Not at all. The inherent virtues of its construction are believed to have the appeal to retain demand for a long time to come. But to hold its position will require changes or modifications in welts as we know them today.

Important experiments are now in process whereby labor and shoemaking costs of welts will be appreciably reduced. Also experiments regarding flexibility and lightness. Thus, in the years ahead we will likely see a "revised" family of welt types able to compete, in costs and other appeals, with competitive constructions. Not wholly to the degree of the past, but welts still representing a fair portion of the market.

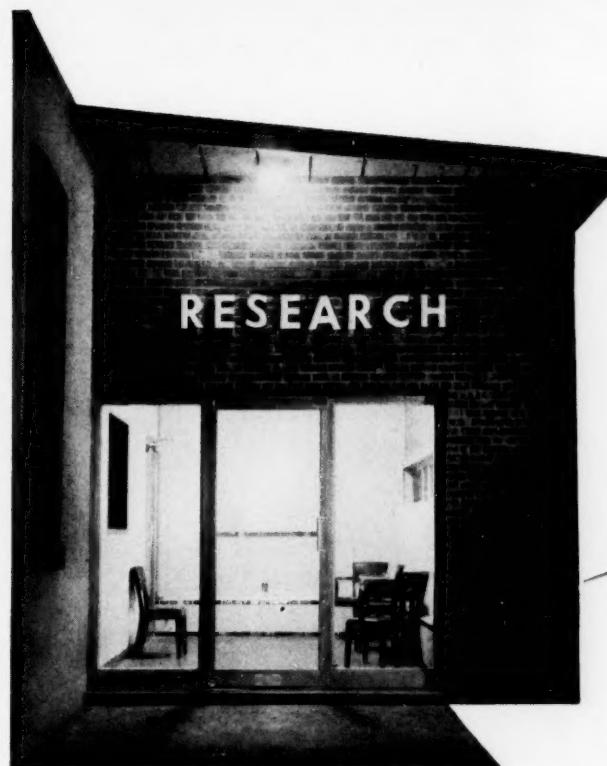
These appear to be the over-all trends in constructions. If an alert eye is kept on the basic influences affecting popularity of constructions

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—and one can project the course of these influences over the years ahead—a fair degree of accurate "prediction" or forecast can be read into these trends.

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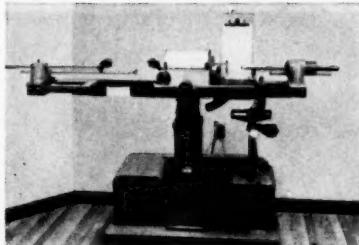


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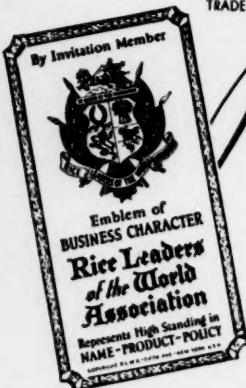


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